

Schultz, Greg

From: Schultz, Greg
Sent: Friday, April 24, 1998 8:50 PM
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'jmcintee@ctherapy.u-net.com'
Cc: Waxman, John
Subject: ISSD Council Meeting Summary

April 21, 1998

To: ISSD Executive Council
Kathy Steele
Joy Silbert
Peter Barach
Marlene Hunter (this message sent via fax)
Rick Anderson
Margo Rivera
Pamela Hall (this message sent via fax)
Susan Oke
Jeannie McIntee (joined meeting via telephone)
Absent/cc: Jim Chu
Nancy Perry
Conf Chair/cc: Claire (via telephone)

From: Greg Schultz, ISSD Headquarters

Re: ISSD Council Meeting Summary

It was a pleasure meeting with you last Saturday. I left the meeting feeling encouraged about the society and its leadership. There are quite a few things to be done to allow the Society to move ahead. These include fundamental operational procedures and financial/market analysis. Once we begin this process (right away), we will be able to make informed recommendations and help the Council make informed decisions. Looking at them highlights summary below, I think you will agree that the meeting was very productive.

We have begun transcribing the meeting tape for minutes. But because there are a few hot issues, here is a quick summary information, items and decisions and a review of headquarters activities. There were more items addressed, and they will be included in the minutes.

Administration

- ISSD letterhead approved (already ordered)
- Modified dues notice approved and implemented.
- Proposed Executive Director Rick Koepke was introduced. Response to Rick appeared to be favorable among those present. I hope to finalize arrangements for Rick to join the staff on Monday, April 27.

- We will develop a dropped member survey to be included with the final invoicing the dues renewal process.
- Members have reported that they have not received invoices or materials from the Society, calling the reliability of the ISSD database into question. Attention will be paid to reviewing data categories (member, nonmember, etc.), updating and purging the database in the normal course or activities.
- Although it appears that CME certificates for the 1997 meeting were sent by McLean Hospital, we have received a number of complaints that they were never received. We have located the certificates and send them as needed.

Finance

- AMC has promised to deliver final numbers and transfer funds into the new bank account this week. This will allow us to set a starting point for our accounting and issue checks. As a result, Sherwood has not yet billed ISSD for services to date.
- Greg Schultz will develop a draft 1998 budget for distribution by May 1, provided we receive numbers and funds this week.
- Headquarters will prepare an impact summary and plan for transition to annual dues billing.
- Headquarters will prepare a summary of current liabilities relating to *Dissociation*.
- Strategies for developing sponsorship support were discussed. It was suggested that Liz Bowman be approached about sponsorship development. Pam offered her assistance.

1998 Meeting

- Staff will work with Claire on developing the first announcement ASAP.
- Staff will provide basic public relations support for press, including developing local and "industry" contact lists, distributing press releases, preparing on-site press material and coordinating on-site media activities. Additional support will be provided by Council/Committee
- The Council determined that decisions relating to workshop formats at the 1998 meeting, including "mini-workshops," will be left to the discretion of the meeting chair.

1999 May Meeting

- Jeannie will provide additional information on location options prior to a decision by the President and President-Elect. (Info received from Jeannie April 24 and will be distributed next week).
- Headquarters will assist with distribution of promotional material in North America.
- Greg Schultz will provide Jeannie with ISTSS/ESTSS contacts in Europe. (Separate email message)
- The 1999 ESTSS meeting will be held in Istanbul, Turkey, June 5-8.
- The Council would like ISSD to be active in the program development, and developed a group of recommended potential representatives to the committee.

1999 Meeting

- Headquarters will investigate availability in Miami on either side of the Nov. 14-17 ISTSS conference at the Intercontinental.
- Council agreed to expand the program review committee to ensure representation of various topics and views.

Future ISTSS Meeting Sites for ISSD consideration

- Nov. 15-19, 2000: Hyatt San Antonio, San Antonio, Texas USA
- International Conference, Melbourne Australia, March 16-19, 2000
- 2001: Likely New Orleans

Dissociation Journal

- The Council's deadline regarding the transfer of ownership of Dissociation was extended, pending a financial liability analysis. Staff will identify options for ISSD/Dissociation and make a recommendation to Council.

Marketing/Communications

- Staff will work with Rick and Marlene to develop a new graphic identity and membership brochure.
- Headquarters will develop recommendations for the ISSD web site, including costs. This will incorporate Su Baker's report.
- Staff suggested a needs/perceptions survey of members and nonmembers. Members have not been surveyed for several years, and nonmembers have never been questioned regarding their perceptions of and potential needs from ISSD.
- Following the survey, staff recommended a strategic planning session to discuss ISSD's mission, options and strategy.

Critical Issues

- Peter's letter to Strong Eagles Productions will be distributed to Council.
- Marlene's responses to various articles will be included in her next president's column in the newsletter. They should also be included on the web site. Council gave Marlene its support and confidence regarding the process she uses to develop responses to the media.
- Potential topics for the Critical Issues column in the newsletter were discussed.

Nominations

The Council identified two council members and a member for Jim Chu's Nominating Committee. The bylaws require two council members and two regular members, in addition to the past president. An additional non-Council committee member is to be identified by the chair.

- Rick Anderson (council)
- Kathy Steele (council)
- Jean Goodwin

Education Task Force

- HQ will provide copies of the release forms to Susan.
- ISSD will make existing tapes available to component groups.
- The Committee will develop a bibliography of existing tapes and materials for sale to members, rather than risk the expense/liability of developing new materials.

Next Executive Committee Call

June 1, 1998 8PM Eastern Time