

MINUTES
IBE Board of Directors Meeting
August 23, 2019

(Attending: **Larry Gust, Jeanne McLaughlin, Spark Burmaster, Sonia Hoglander, Paula Baker-Laporte, unable to attend, Alex Stadtner, Christopher Bell, Andrew Pace, unable to attend, Michael Conn, Executive Director, Erik Rosen, scribe. Miriam Lindbeck, SAC**)

1. Call for additional agenda items
 - a. Status of IBN – 25 Principles
 - b. *September meeting cancelled due to 212 and other obligations.*
2. Approve July meeting summary
 - a. Approved for posting.
3. Treasure’s report: (JM)
 - a. Agrees with Michael’s ED report.
4. Keep in mind as we proceed: What do we need from advisory board members?
 - a. noted
5. ED Report, P&L: Questions and Comments
 - a. Trademarks – Michael reported we have reapplied. He met with the attorney who was “baffled” why we did not receive the questions from the government attorney. The attorney did discover the questions had to do with our not having enough “third-party” mentions of our certifications. Michael explained there is a 5-year temporary trademark we applied for, which will need to be refiled after 5 years, but will allow us to generate those third-party history in the next five years.
 - b. Documentary Fundraising
 - a) Michael explained the crowdfunding effort is getting closer to implementation. The EMR podcasts Ron and Lisa Beres are recording will also be incorporated into our crowd-fundraising page. He laid out the steps to launching the fundraiser before the end of the year so donors can take advantage of any tax benefits.
 - c. New Web site: Google ads rewrite status, Traffic stats.
 - a) Michael explained we aren’t getting the progress yet that we’d like. We still don’t have all the ads we want written. Michael is committed to stick with him, but we are trying to improve communications with him.

Michael also reported we’ve sold nearly \$4000 in our courses on the new website since July 1, all from two courses.
 - d. Larry asked why 101 expenses are so much higher than expected, and Michael explained it had to do with buying Paula’s book for the year.
6. Student Advisory Committee (SAC) Report (Miriam L)
 - a. Miriam explained that the SAC took some downtime over the summer after the Student Welcome Kit was finalized. The SAC will undertake reading all the new courses in order to write brief summaries for SEO/promotional purposes.

The SAC wants to find a way to keep in closer touch with the student body/India/Algonquin, etc., and find other ways to support students throughout and

after their education.

7. Succession Planning (JM)
 - a. Still need Instructors generic job description
 - a) Jeanne is still waiting for Larry and Rob's descriptions.
8. Status – IP Agreement (MC)
 - a. Michael met with the IP attorney and will be meeting him again after he nails down some specifics from the instructors. He will have the attorney draft
9. Status: Copyright of full certification names (MC)
 - a. Covered in step 5.
10. Status: Malaysia (MC)
 - a. Melanie's request for case studies.
 - a) Paula not available to report on this. Moved to next month.
11. Status: EMF 2019 Conference Handout
 - a. Booth Equip and handout thumb drive with handout (MC)
 - a) Michael reported we're ready. We have the team in place. Erik will be there, as well as Miriam. The handout is ready, and the branded thumb drives are also ready and on their way to Liz Menkes. The table drape is also ready.
12. Algonquin Program Status (MC)
 - a. BBA Program (MC)
 - a) Michael reported the BBA program is up and running, and we're just waiting for the check.
 - b. BBNC Program
 - a) Bobby is working on getting new students, and we're possibly going to run the entire BBNC program out of Algonquin.
13. Committee Reports
 - a. Distance Education Sub-committee (CB)
 - a) Nothing to report.
 - b. Status: Five-Year Strategic Plan Development
 - a) Plan Review: Ann Louise Gittleman & Cindy Spoor
 1. Sonia needs to check in with Ann Louise.
 - b) 212 preload status based on post April BOD meeting agreement (SH)
 1. Complete.
 - c. Professional development Committee (SH)
 - a) BSMII – Team membership and development time table
 1. Waiting for approval on Strategic Plan first.
 - d. Membership Committee (SH)
 - a) InfusionSoft Data Cleanup
 1. Continuing.
 - b) Meeting with Erik
 1. Erik and Sonia still need to meet, and will do so in September at 212.
 - c) Feasibility study: WordPress Plug-in to tie Moodle to InfusionSoft (ER)
 1. Erik has done some preliminary research and explained some of the possibilities to the board.
14. Do our actions support the 2025 Strategic Plan?
 - a. Financial Stability – Getting the funds to carry out a 6-year plan.
 - b. Human Resources – To transform Finances into Products
 - c. Products – Relevant, timely educational materials for public, students, and professionals.

15. Based on this meeting, what do we need from advisory board members? (All)
 a. Noted

Advisor	Area of Expertise	Board Liaison
Camilla Rees	EMR, advocacy, policy, marketing	Sonia Hoglander
Sim Van der Ryn	Architecture / Sustainable Architecture	Paula Baker-LaPorte
David Fisher	Program & Curriculum Strategies Development	Chris Bell
Ann Louise Gittleman	Author of "Zapped", nutrition (detox, EMR, environmental), promotion and marketing	Sonia Hoglander
Karl Maret	Electrical & Biomedical Engineering, Building Biologist, Medical Doctor – past president of ISSSEEM, environmental medicine, research	Sonia Hoglander
Cindy Mercer	Grant Funding Strategy	Paula Baker-LaPorte
Peter Sullivan	Grant Funding Strategy	Alex Stadtner