**APPROVED**

**INARS Executive Committee Minutes**

**November 7, 2013**

Present: Joan Brooks, Theresa Pettersen-Chu, Bonnie Muller

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|  | **TOPIC** | **DISCUSSION** | **ACTIONS/****COMMENTS** | **RESPON-SIBILITY** | **TIME-****FRAME** |
| **1** | Ethics:Revision of Appendix A | Bonnie updated. One response to date. Expect to be prepared to send a final draft to Board Members by 11/16. Bonnie agreed to send a reminder that Synergists review the revision. | Reminder email | Bonnie | Next few days |
| **2** | Marketing BYB | Theresa met with Lori, Chris, Sarah, Mark, (Bev wasn’t on call) about promoting BYB. Ripple Strategy (campaign strategy, social media, etc): minimum $5000 for a “campaign”. Other strategies: angel investors, After discussion, we decided that Joan would get another professional opinion about the best way to promote the campaign. Bonnie will talk with Nan about the nominating committee inquiring about how synergists have used the postcards (when nominating committee makes calls this winter). The committee can also inquire about how much synergists are practicing RSM, to help fill in the data so we can set goals. | Obtain an opinionTalk with Nan | JoanBonnie | soon.soon |
| **3** | Question of getting a CPT Code | Theresa raised this possibility, knowing that Hakomi has a code. Bonnie gave her opinion based on brief research on Current Procedural Terminology and alternative healing modalities. CPT codes are used for healthcare and we are explicitly not delivering health care. We are not a “covered entity” under HIPAA regulation. We agreed to let this go for the next decade or two until alternative healing modalities in general are 3rd party reimbursable. (We don’t have the resources to lead the way.) |  |  |  |
| **4** | 6 month progress report | Theresa provided a draft of a 6-month report. We clarified that the time period will be based on the membership year for some items and on the conference years for others. We will add the # of samplers, synergists/non-synergists, how many workshops...Board can come up with target numbers and develop strategies for how to reach the desired #s. Add things like How many “likes” on FACEBOOK.  |  |  |  |
| **5** | Post workshops on website | Send flier to Bonnie Tessler for events page; submit to Theresa. (Oh, Theresa, this might have been the extra item for the newsletter?!) How will we get this word out?  | **??** |  |  |
| **6** | Board Meeting Agenda | Approval of Appendix A6 month reviewQuarterly Treasurer’s ReportRevisions of SOP/EP |  |  |  |
| **7** | Next Exec Mtg:  | Bonnie cannot do 12/6, we’ll have to find another time or meet without her/me. |  |  |  |