

Oregon Counseling Association (ORCA)



Board Meeting Minutes
Saturday, Jan. 12, 2013
Mt. Scott Fire Station #5, Happy Valley, OR

Board Members Present:

| | |
|--|--|
| X Dominick Robertson - President | X Virginia Hood - Grad Programs |
| X Lara Pevzner - Past President | History - Open |
| X Matt Morscheck –President Elect | Alexandra Saperstein – Human Rights |
| X Heather Bennett - Treasurer | X Becca Dembosz - Membership |
| X Margaret Evans - Secretary | Networking - Open |
| X CJ Strauss - Presidential Liaison | Karen Van Acker - Public Policy/Advocacy |
| X Sarah Lebo – Communications | Dina Yerex - Sustainable Development |
| X Josh Aldridge - Continuing Education | X Roy Huggins - Technology |
| X Doug Querin – Ethics & Bylaws | OACES President – Karen Hixson |
| X CJ Strauss - Event Planning | X OCDA President – Christine Lundeen |

Non-Board Members Present: OMHCA President: Larry Conner, OMHCA members Chris Boothby, & Susan Zall. Evan Dumas

- I. Call to Order – Welcome and Introductions
 - A. DR welcomed ORCA Board and guests
- II. Approval of Agenda
 - A. RH moved to approve the agenda, MM 2nd no discussion, passed
- III. Approval of Minutes
 - A. MM moved to approve the minutes with the addition of Greg Flores as a proxy vote for Christine Lundeen at the Nov. meeting. DQ 2nd, no discussion, passed
- IV. Words of Wisdom
 - A. Lara Pevzner shared, “Even Babe Ruth struck out a lot.”
- V. Treasurer’s Report –see attached report
 - A. DR reported Treasurer is running late. Report will be given later on the agenda.
- VI. Board Member Responsibilities
 - A. DR reported ORCA is committed to spending \$2200 a month on our lobbyist. Combined membership of the ORCA and OMHCA will help cover that. DR requested that the organization be careful of expenses. The Spring Retreat will be held in Portland or a cost effective location.
 - B. DR emphasized the use of committees to get the work done, reporting progress and challenges to the Board.
- VII. Updates/Discussion Topics
 - A. Strategic Plan Related:
 1. OHMCA/ORCA Task Group Status: see attached report
 - a. MM handed out ORCA 2.0 Progress Timeline of the organizational changes. MM thanked Task Force Committee for their quick approach to this complex and important endeavor. MM reported the merger was discussed at a recent OBLCT meeting and was recognized as one of the first in the nation to successfully merge two organizations. The next vote

with include by laws and officers and should take place within the next two months. The lawyers will take care of registering with the State.

2. Technology update: see attached report
 - a. RH reported the Board's job is to contact the technology team and ask for what we need and want. The Tech Development Team is made up of Roy Huggins, Ben Wright and Tod Fiste. The Tech Support for Board Members is Evan Dumas.
 - b. Web Site Committee was formed. Members include: Sarah Lebo, Margaret Evans, & Roy Huggins. Larry Conner will Chair and will reach out to Lynne Coon as another potential member. Members were encouraged to send ideas to Larry before Jan. 19th.
 - c. RH reported he is looking for an AV person one who will be physically at events to help with AV needs. Until one is found contact Roy with AV needs.
3. Revised ORCA Structure Proposal
 - a. DR proposed moving unfilled Board positions to be handled by acting Board members/positions.
 - b. SZ brought up issues regarding workload and the stated desire of being a policy board instead of a working board. SZ reiterated the goal of increasing our membership and adding leadership positions.
 - c. DR reported he would change the wording in documents to accurately reflect ORCA's agreements.
4. Membership
 - a. DR reiterated the importance of growing the membership. A Membership task formed was formed with Susan Zall as the chair.
 - b. MM proposed new levels of fees. LP 2nd. The proposed fees are \$48 students, \$72 New Professionals and \$96 Full Licensed Professional. Passed
 - c. ME proposed the start date for new fees is Feb 1, MM 2nd Discussion. CS reported ORCA and OMHCA's definition of new professional is different. It was decided the new rates will go into affect after the merger and the new by laws are in place.

B. Other

1. Graduate Panel update
 - a. Margaret Evans thanked her committee of Virginia Hood and Jenny Pugh for their enthusiasm and help with the industry panel event. ME reported in the next week the location would be secured, the panel would be invited, and marketing would begin by Feb. 1st. Panel contact names and help with registration on the website was requested from the Board.
 - b. OBLCT meetings
 - February 8th Becca Dembosz
 - April 19th Heather Bennett
 - June 14th Sarah Lebo
 - August 9th Matt Morscheck
 - October 11th Josh Aldridge
 - December 13th Matt MorscheckDQ reported he plans to attend regularly

VIII. Reports

A. Divisions

1. OCDA Christine Lundeen –see attached report
 - a. CL reported OCDA has a new website.
 - b. Networking event with ORCA on Jan 14th in Salem.
 - c. March 8th is OCDA's event featuring David Bluster from Boston College

at The Kennedy School. CL requested Board presence at the event.

2. OACES Karen Hixson –no report

B. Active Committees and Executive Council

1. Communication: Sarah Lebo – see attached report

a. SL asked that Board members be active with ORCA’s presence on website Facebook, and Twitter

2. Continuing Education: Josh Aldridge – see attached report

a. JA reported he would brainstorm with Lynne Nesbit on how to create revenue on trainings

3. Ethics & Bylaws: Doug Querin – see attached report

a. DQ monitoring ACA’s revision of their ethics code

4. Event Planning: CJ Strauss –see attached report

a. CS reported a successful Fall conference.

b. DR and Board thanked CS for her dedicated Fall Conference efforts.

c. DR appointed Sarah Lebo the 2013 Fall Conference Chair.

5. Graduate Programs: Virginia Hood – see attached report

a. VH reported she recently signed on grad reps from Southern Oregon University and George Fox. Her goal is to have grad reps from all of the schools offering Master level Counseling degrees to build membership and leadership for ORCA

6. History - open

7. Human Rights: - open

8. Membership: Becca Dembosz – see attached report

a. BD reported 303 active members made up of 130 professionals, 2 associates, 24 new graduates, 3 retired, 83 students, 59 lifetime, 2 historians and 45 lapsed.

b. DR reported membership classifications would be reviewed in new bylaws

9. Networking: Open –no report

10. Nominations and Elections –no report

11. Public Policy & Advocacy: Larry Conner - no report

a. LC reported a bill has been drafted to provide LPC’s access to working with teens 14+.

b. Amendment to Practice Act also being worked on

c. DR appointed Larry Conner as the Public Policy Chair

12. Sustainable Development: Dina Yerex – no report

13. Technology: Roy Huggins – see attached report

14. President: Dominick Robertson – see attached report

15. President Elect: Matt Morscheck – no report

16. Past President: Lara Pevzner – no report

17. Secretary: Margaret Evans – no report

18. Presidential Liaison: CJ Strauss – no report

IX. Board Appointments

X. Old Business

XI. New Business.

1. HB gave the Treasurer’s report

2. HB reported insurance liability coverage for Board members.

XII. Appreciation & Acknowledgments

XIII. Close Meeting

1. CL moved to close meeting VH 2nd, passed. Meeting adjourned

Minutes submitted by ORCA Secretary Margaret Evans

Oregon Counseling Association
Board Meeting January 12, 2013
Treasurer's Report
Heather Bennett

- Finished Fall Conference successfully! w/ a Profit of \$629.40!
- Fiscal Year 2012-2013 so far...
 - Profit & Loss Statement:
 - Profit & Loss Statement: Income \$13,281.25, showing profit of \$271.35.
 - Balance Sheet:
 - ORCA checking account has a balance \$11,348.41 w/ \$35.00 to be deposited.
 - Investment account had \$1,047.73.
 - OACES checking account has a balance of \$1380.09.
- To-Do Items
 - Internal Audit (yes, we still need to do this)
 - There are errors in the RegOnline system: Filters don't provide accurate information; Some members are being charged twice on annual renewals. Other issues?
 - Was OACES sponsoring any part of FC 2012?
 - Arranging a meeting w/ Dina to budget-plan for FC 2013.
 - Pay deposit for FC 2013.
 - Merchant Services is still charging is monthly fees despite having cancelled the service months ago. I need to figure it out and have them refund out monies.
 - Help w/ merger-relevant Treasury Items.
- Items Requested for Action:
 - Turn in any outstanding payables/reimbursements due!!!
 -

ORCA 2.0 Timeline

Progress Report on Organizational Changes

Submitted by: Matt Morscheck, LPC, ORCA President-Elect, Chair
ORCA/OMHCA Task Force

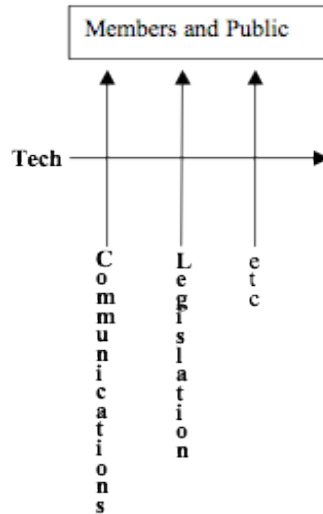
Over the past six months a Task Force comprised of Board Members from ORCA and the Oregon Mental Health Counselors Association (OMHCA) has been working diligently to reunite the two associations under a new 501(c)6 organizational structure. The combined association, which will retain the Oregon Counseling Association name, will be better positioned to advocate and lobby for the counseling profession.

What's been done:

1. • € Aug. 2012 – ORCA/OMHCA Task Force begins meeting bi-weekly with the goal to develop an actionable proposal for moving the reunification forward.
2. • € Sept. 2012 – ORCA Board Meeting: Task Force presents rationale for organizational changes and proposal for moving forward. Board votes to support proposal and empower Task Force to proceed.
3. • € Oct. 2012 – Rationale for organizational changes is communicated to ORCA members with request for member input.
4. • € Nov. 2012 – The Task Force engages legal advisers with expertise in non-profit association management to provide guidance on process.
5. • € Nov. 2012 – At ORCA Fall Conference, members have opportunity to discuss changes in-person. Larry Connor, OMHCA President, provides keynote address supporting reunification and importance of lobbying and advocacy.
6. • € Dec. 2012 – ORCA member vote passes with 97% supporting proposed organizational changes. Where we are today:

4.
 - € New governance structure proposal is being collaboratively developed with existing ORCA/OMHCA leaders, with a focus on retaining leaders from both associations under new organization.
5.
 - € By-laws are being revised, with guidance by legal team.
6.
 - € Preliminary work is being done on logistics of integrating membership systems, website, and finances. What's next:
6.
 - € Jan. 2013 – ORCA Board Meeting. Board will review proposed governance structure.
7.
 - € Task Force will develop a final proposal to be presented for a vote of membership.
8.
 - € ORCA member vote to formally approve the new structure, by-laws, and leadership. Task Force Members include: Dominick Robertson, Lara Pevzner, Larry Connor, CJ Strauss, Doug Querin, Peter Meiers, Susan Zall, Chris Boothby, Karen Van Acker, Matt Morscheck

ORCA Tech Committee Explained



The Tech Committee will work like an IT department, supplying development support, tech support, and A/V support. These are the Tech Committee teams:

Development (Dev)

The dev team will take on tasks of evaluating technical needs based on input from board members, suggesting changes or implementations to tech infrastructure and tools, and executing those changes or implementations. The dev team members are:

Roy Huggins
Ben Wright
Tod Fiste

Tech Support

The tech support team will provide hands-on assistance to board chairs and committee members in the use of software and hardware that is necessary to complete tasks for ORCA. Examples include the ORCA website or membership management system, but also software like Quickbooks or using a computer, if that are necessary for ORCA-related work. The member is:

Evan Dumas

To request support: Please email Evan at evan@eedumas.com and request a phone appointment

A/V

This team will provide support for audio-visual equipment as needed. Team members:

Floating. No one is specifically assigned here. If you know anyone who might be willing, let me know!



OREGON CAREER DEVELOPMENT ASSOCIATION

ORCA BOARD REPORT – January 12th, 2013 CHRISTINE LUNDEEN

General

- OCDA Board met on November 16, 2012 and January 11th at Chemeketa Community College in Salem, Oregon. Next meeting scheduled is our Professional Development Institute on March 8th at the Kennedy School in Portland, OR.
- OCDA's current focus is on PDI marketing, award nominations, scholarship nominations, recruitment for members-at-large and transition to a new website using Groupspaces.

Leadership

- Full membership board with a clear leadership succession plan in place.
- Will be looking for some additional board members at the PDI.

Professional Development Activities

- Joint ORCA/OCDA Networking Salem Networking event scheduled for January 17th
- Professional Development Institute David Blustein, PHD, March 8th.
- Spring Industry Tour scheduled at Daimler for May 3rd.
- Working on creating volunteering opportunities for membership.

Financial (as 1/11/2013)

- Current assets: \$6905.05
 - Checking Account: \$260.91
 - PayPal Account: \$6644.14

Membership

- 108 members as of 1/11/ 2013

Communications/Website

- Recently changed website using Group spaces.
- Same domain name ocda.info

Communications Committee Report for Board meeting 1/12/13

Submitted by: Sarah Lebo

Completed:

4. Continued to “man” the ORCA cell phone, answering inquiries from membership and potential members 3x per week and “triaging” questions I couldn’t address.
5. Continued to post comments on Facebook, Twitter, LinkedIn and our e-mail listserv
6. Updated the web site with conference news/photos on the homepage, ORCA/OMCHA merger info, and several job listings
7. Sent out mass e-mail facilitating membership vote on the ORCA/OMHCA merger, and then communicating information/facts about the unification (BIG thank you to Matt Morscheck and the rest of the unification team for providing the text for those announcements and for keeping us all updated on the wonderful progress you’ve made happen).
8. Attended introductory meeting with lobbyist and wrote a news article explaining the move to members for Winter 2013 newsletter
9. Trained Raina Hassan to take over newsletter starting with the Winter edition, early January 2013. Raina was a great fit for this role as she is a seasoned professional editor and writer, who is now a wonderful counselor.
10. Began discussions with new Tech Chair Roy Huggins about Web site “wish list,” current Web site problems (which he helpfully problem solved!) and hopes to transition the Web site to a different design program

Current Activities and Plans:

11. Start looking for a new Communications Chair to take over responsibilities as I transition to the Fall Conference Committee Chair position. *Recommendations from other board members on potential/willing candidates who have an interest or work history in marketing/communications/journalism are appreciated*
12. Continue posting to various social medias to keep our membership community thinking about ORCA and interacting with other members through our communication vehicles
13. Continue to encourage board members to be active on LinkedIn, Facebook and our Yahoo e-mail listserv to advertise and promote ORCA on a regular basis.
14. Continue working with Tech chair to rebrand the Web site and make it a more valuable and dynamic communication tool for the organization.

NBCC Report 01/2013

Josh Aldridge

Here are the updates of approved trainings in the community since our last meeting:

1. ERASOR Training 02/07/13

Instructor: Dr. Greg Czar Area of Activity: Appraisal of Individuals

Summary: Dr. Greg Czar, presents information about conducting assessments for adolescents who sexually offend, particularly with using the ERASOR. He covers each one of the questions listed in the ERASOR.

2. Description of the Existential - Humanistic Case Consultation Group
Group 1: 09/13/12, 10/4/12, 11/1/12, 12/6/12, 1/3/13, 2/7/13, 3/7/13, 4/4/13, 5/2/13, 6/6/13
Group 2: 9/20/12, 10/11/12, 11/8/12, 12/13/12, 1/10/13, 2/14/13, 3/14/13, 4/11/13, 5/9/13,

6/13/13
Group 3: 9/27/12, 10/18/12, 11/15/12, 12/20/12, 1/17/13, 2/21/13, 3/21/13, 4/18/13,

5/16/13, 6/20/13

Instructor: Bob Edelstein, LMFT

Summary: This small group will explore the key principles of Existential Humanistic therapy in the case consultation format. . Therapists will deepen their therapeutic work with clients by exploring the vital importance of being with the lived experience of both the client and themselves within the therapeutic context. . Therapists will become aware of the importance of working with both the intra-psychic and interpersonal realms within the therapeutic container

' Therapists will understand the need for client's resistances, and learn ways to effectively engage with these resistances to facilitate optimum growth.

Ethics Committee Report

Board Meeting 1/12/13

Douglas Querin, Ethics Committee, Chair

Completed:

1. Responded to multiple ethics inquiries from members
2. Submitted ethics article for ORCA newsletter regarding recent OBLPCT custodian of records regulation
3. Reviewed ORCA Bylaws
4. Consulted with legal counsel regarding revisions of ORCA Bylaws
5. Monitored OBLPCT regulatory actions
6. Consulted with OBLPCT regarding ethics requirements
7. Participated in ORCA/OMHCA Task Force meetings
8. Monitored ACA Website regarding revision of ACA Ethics Code

Current Activities and Plans:

1. Will review new ORCA Bylaws when completed by legal counsel in approximately 2 weeks
2. Continue to respond to ORCA member ethics inquiries
3. Continue to submit ethics articles for ORCA newsletter
4. Consult with Board regarding clarifying ORCA's position concerning how it should respond to any possible ethics complaint about an ORCA member.

Fall Conference Planning Committee Report for Board meeting 1/12/13

Submitted by: CJ Strauss, on behalf of the committee which includes: Alexandra Saperstein, Dominick Robertson, Heather Bennett, Lara Pevzner, Sarah Lebo and Virginia Hood.

Planning Sub-committees:

Admin, A/V, Awards, Continuing Ed, Exhibitors, Finance, History, Marketing, Membership, Networking, On-Site, President, Program, Registration, Sponsorship, and Volunteers.

Last Year's (2012) Conference:

- Continued for the 5th year several effective strategies: offering a pre-conference workshop; bringing the possible # of CE's up to 19; allowing flexible 1, 2 or 3 day registration options; and increased marketing efforts.
- Had 120 paid registrants attend 244 "days" (2011 was 142/314, 2010 was 107/223, 2009 was 111/235, 2008 was 108/210, 2007 had 30).
- The invoice from the Red Lion on the River in Portland came to over \$19K. We did make a small profit (see Treasurer's Report).
- 23 new people joined ORCA this year with their conference registration!
- Margaret Evans started a Networking Luncheon on Friday and took photos throughout.
- We received really good feedback about the educational aspects, the organization and the hoped-for OMHCA reunification, and the sense of community building and purpose.
- People especially appreciated that some of the education addressed the care of the practitioner (Dave Wenzel's keynote), and care for the profession (Dominick and Larry).
- Sarah Lebo wrote a great article for the Newsletter, capturing the highlights and energy.
- Lara Pevzner and Sarah hosted an end-of-year celebration potluck.
- CJ Strauss is officially resigning, leaving the committee in Sarah's capable hands!

2013 Conference:

- October 31, November 1 & 2, 2013, in Eugene at the Valley River Inn.
- Probably will need to raise registration rates a bit to have a cushion for A/V equip etc.
- Discuss: conference theme (or not), ideas?

Next Meeting:

- Sunday, January 27th at 10:00 am, at 2304 E Burnside, suite 102 in Portland 97214.

Graduate Programs – Virginia Hood

Since our last board meeting, GRASS Committee activities include:

- *Adding representatives from SOU and George Fox.
- *Meeting with GRASS committee members at the yearly conference to network and brainstorm.
- *To make transitions logistically smoother, coordinating with current GRASS committee members to identify and train replacement representatives.
- *Creating a google drive document for GRASS committee members to share ideas on how to recruit other students for membership.
- *Joining with New Professionals committee to plan the upcoming panel discussion event.

ORCA Membership Committee Report

12 January 2013

Becca Dembosz

Last fall, since my membership team found their commitment to ORCA too difficult to maintain during their last year of school, I found some other help thanks to the fabulous Lara and company. Together we finished up many of the membership database projects that have been in the works since our new RegOnline system has been up and running. The last of the paper mailings were sent and we configured the system to send automatic, paperless emails to our members. Since everything is automatic now, the workload for my department has been cut substantially and has allowed me to just focus on individual member correspondence.

I have begun working with Aidan, the tech kid, to create a user manual for the RegOnline system, and his first project (how to set up automatic emails) served our team quite well as we accomplished the above. I will be working with him to finish the entire manual as a next goal.

On another positive note, my health problems have subsided as of mid-December and I have my energy back! However, my doctor has mandated that I still take it easy over the next few weeks, lest I land in the same situation I was in several months ago. Thus, I am happy to say that I will have some continued help with my department. Since CJ has expressed interest in coming back to her first love of membership, she will most likely assist with database troubleshooting and occasional email correspondence while I plan on using my energies to actively recruit members and help us reach our goal of increasing membership numbers.

With that, here are our current numbers:

| | Jan | Mar | Sept | Jan |
|-------------------------------|------------|------------|----------------|------------|
| Professional: | 142 | 137 | 131 | 130 |
| Associate: | 2 | 2 | 2 | 2 |
| Retired: | 6 | 6 | 4 | 3 |
| New Professional: | 19 | 57 | 21 | 24 |
| Student: | 89 | 85 | 81 | 83 |
| Life: | 53 | 53 | 59 | 59 |
| Historical: | | | 2 | 2 |
| Lapsed Members: | 58 | 18 | 2 (as of July) | 45 |
| Total Current Members: | 311 | 340 | 300 | 303 |

Tech Committee Report Jan 2013

Roy Huggins

The Tech committee had it's first meeting this month. We added the following members:

- Tod Fiste
- Evan Dumas
- Ben Wright

We discussed the structure of the committee and asked for doable time commitments from members. We discussed the upcoming merger between ORCA and OMHCA and our role in it.

Net tasks:

- Gather information from board members on technical needs
- Investigate and recommend solutions to those technical needs
- Introduce Evan to the board

President's Report for ORCA Board

January 2013 Update

Completed

Notable updates since our last Board meeting in November:

- MC'd Fall Conference
- Participated in OMHCA/ORCA merger Task Group
- Wrote and revised ORCA Structure Proposal for merged ORCA/OMHCA, negotiating and discussing with many individuals
- Signed agreement with attorneys for merger-related fees
- Attended introduction meeting with lobbyist
- Facilitated ORCA Executive Council meeting in December
- Prepared Board meeting agenda for January
- Participated in ORCA Listserv
- Wrote article for ORCA Winter newsletter
- Participated in various email-based discussions with members and Board
- Wrote recommendation to ACA for state branch recognition for merger

Current Activities and Plans

Current list of work in process and "to do" list:

- Ensure successful implementation of new ORCA structure
- Work with Exec Council on May retreat plans
- Facilitate Exec Council meeting in March
- Facilitate Board meeting in March
- Continue to work with OMHCA/ORCA Task Group until completion, including by-law rewrite
- Initiate Task Group to grow membership, once merger complete
- Prepare for membership vote on completed merger, by-laws, and officer elections
- Take action on new issues as needed