

Oregon Counseling Association (ORCA)



Board Meeting Minutes
Saturday, January 28, 2012
9am-12pm
Clackamas Fire Station #5, Clackamas, OR

Board Members Present:

| | |
|---------------------------------------|--|
| X Lara Pevzner - President | open - History |
| X Patricia Kyle - Past President | Alexandra Saperstein – Human Rights |
| X Heather Bennett - Treasurer | X Becca Dembosz - Membership |
| X Margaret Evans – Secretary | X Marney Hoffman – Networking |
| CJ Strauss - Presidential Liaison) | X Tracie McDowell - Public Policy & Advocacy |
| X Sarah Lebo – Communications | Dina Yerex - Sustainable Development |
| Josh Aldridge - Continuing Education | open - Technology |
| Doug Querin – Ethics & Bylaws | X OACES President – Dominick Robertson |
| CJ Strauss - Event Planning | X OCDA President – Matt Morscheck |
| X Sarah Andruszko – Graduate Programs | |

Non-Board Members Present: Glenn Maia, Karen Van Acker, Ruth Akins, OMHCA – Larry Conner

- I. Call to Order – Welcome and Introductions
- II. Approval of Agenda
 - A. HB moved to pass the agenda, SA 2nd, no discussion, passed
- III. Approval of Minutes:
 - A. Sept 24th minutes: MM moved to approve the minutes, PK 2nd, no discussion, passed
 - B. Nov. 3rd minutes: MM noted that Christine Lundeen was there as a proxy for OCD.
MM moved that the corrected minutes be approved, TM 2nd, no discussion, passed
- IV. Board Member Responsibilities
 - A.LP asked for the Board to repeat the mission of ORCA: Advocate, educate, and support.
- V. Treasurer’s Report: see attached report
 - A.HB reported the FY 2009-2010 taxes are complete. The IRS increased the income limit to \$50,000 exempting ORCA from having to file Form 1090.
 - B. The successful Fall Conference enabled ORCA to make charitable donations to COPACT \$1437.58 and Homes for Our Troops \$553.87. TM thanked ORCA for the generous donation to COPACT.
 - C. HB suggested next year at Fall Conference to explore different ways to do the silent auction as Reg Online’s expenses appeared high.
 - D. Income for 2010-2100 so far is \$37,496.24 showing a profit of \$2492.34 after the charitable donations.
 - E. The internal audit team will be contacting volunteers.
 - F. Scanner is still being investigated.
 - G.HB reminded everyone to turn in outstanding expenses asap.

H.HB reported this year we are \$9000 ahead over last year at this time due to: thoughtful budget work, researching expenses before committing, two successful fall conferences, and membership being up partly due to conference renewals. SA reported Mercy Corps offered free Quick Books training – HB said she would look into it.

VI. “Words of Wisdom”

A.LP offered words of gratitude in the form of thank you cards for everyone in attendance for their service to ORCA. PK appreciated Lara for her 2nd year of service as ORCA President.

VII. Reports: LP reminded Board that each committee report is given 5 minutes of discussion or less, otherwise tabled until end of meeting for further discussion

A. Divisions

1. OCDA: President, Matt Morscheck – see attached report
 - a. Oregon Career Development Association’s Professional Development Institute (PDI) on March 9th at Monarch Hotel 8-4pm. Dr. Rosie Bingham from the University of Memphis will speak on the impact of how the down economy disproportionately affects certain racial/ethnic/gender groups.
 - b. SL offered to help promote event through Facebook and ORCA website
 - c. OCDA recruiting for President Elect
 - d. OCDA offers 3 scholarships for PDI
 - e. OCDA membership at 87 up 13 from last year.
2. OACES: Dominick Robertson – see attached report
 - a. WACES (the Western Region ACES organization) holding its 2012 Conference same dates as ORCA Fall Conference in Portland. DR is working with WACES to move dates of conference to eliminate conflict. Plan B offers a special registration “package” allowing counselor educators to attend sessions at both conferences, which will be 4 miles apart.
 - b. MH to get info re Plan B to share with Event Planning Committee

B. Active Committees

1. Communications: Sarah Lebo – see attached report
 - a. Generating buzz for ORCA on Facebook, twitter
 - b. Each Board Member expected to submit 1 article per year for newsletter
 - c. LP thanked SL for her “super responsiveness”
2. Continuing Education: Josh Aldridge: absent – see attached report
3. Ethics & Bylaws: Doug Querin: absent – see attached report
4. Event Planning: CJ Strauss: absent - see attached report, Proxy: Marney Hoffman
 - a. Call for Programs/Presenters flyer passed out to encourage program proposals for Fall Conference Nov 1-3, Red Lion Jantzen Beach Portland.
5. Graduate Programs: Sarah Andruszko –no report
 - a. SA seeking replacement on board and will look into GRASS members interest.
 - b. Targeting Lewis and Clark, and Marylhurst for student and professor involvement.
6. History: OPEN
7. Human Rights: Alexandra Saperstein: absent – no report

8. Membership: Becca Dembosz – see attached report
 - a. BD reported membership is caught up!
 - b. Comparison July 2011: 264 active, 145 lapsed. January 2012: 311 active, 58 lapsed. Growth comes from 57 to 89 students, 125 to 142 professionals. BD and committee making calls on lapsed members.
 - c. BD working with CJ, Glenn and Register on line to send out automatic renewals
 - d. HB will check with CJ regarding filtering options for Dominick to send out info to OACES potential members.
9. Networking: Marney Hoffman –see attached report
 - a. MH and committee member Naomi Hudkins received feedback from Salem area that they prefer training activities to networking events.
 - b. MH reported there is a desire to have a networking event in Eugene yet they are in need of wo/manpower to organize an event.
 - c. MH requested volunteers to help organize an educational/networking event in Portland and Salem.
 1. HB offered to help with financial
10. Nominations & Elections: Patricia Kyle – no report
 - a. Nomination and election will be end of Feb/beginning of March
 1. Looking to implement Survey Monkey
 2. Heather reported budget is \$325 for elections
 3. MM reported ACA used Internet voting software that he was impressed with – will send information to PK
11. Sustainable Development: Dina Yerex-absent, no report. Proxy: Heather Bennett
12. Public Policy & Advocacy: Tracie McDowell –see attached report
 - a. TM reported health concerns and she needs help with her efforts
 - b. Working with SL to create ORCA List Serve
 - c. MM suggested TM would be a good candidate to attend ACA conference
13. Technology: OPEN no report
14. President Elect: OPEN no report

VIII. Old Business:

- A. Approving past minutes – no discussion
- B. Elections - will be held in Feb/March
- C. Newsletter and our paperless mission
 1. SL reported good feedback to electronic version of newsletter

IX. New Business

- A. COPACT and the OMHCA Merger: Larry Conner
 1. LC thanked ORCA for Leona Tyler Award and contribution to COPACT
 2. LC reported there are 1800 LPC's in Oregon, 500 Registered Interns = 2300 potential ORCA members. With OMHCA's 100 members and ORCA's 300 members we have approximately 20% of potential membership.
 3. LC reported because of lack of lobbyist and so few members willing to go to Salem we are “not at the table” of approximately 80% of meetings where we should have a presence.
 4. LC reported health care reform will change the counseling profession and we need to be a part of the discussion.

5. LC reported Oregon Psychological Association has 1700 members, charges more \$ for membership, sends out info quickly to membership and has full time lobbyist.
 6. LP referred to ORCA's listserve to be used as a benefit to membership
 - a. TM agreed to lead it
 - b. SL agreed to help with listserve
 7. LP raised the question regarding ORCA hiring a lobbyist
 - a. PK inquired about part time lobbyists
 1. LC reported it is not a part time job.
 - b. HM questioned cost and how to sustain cost
 8. LP suggested ORCA and OMHCA merging to create more of a presence.
 9. MM suggested action plan
 - a. HM Research 501C6
 - b. TM and SL – Listserv
 - c. MH and SA – contact OBLPCT regarding buying list to recruit members
 - d. Larry Conner to talk to his board and invite ORCA members to attend March meeting
 1. Lara, Marney, Karen, and Sarah to attend
 10. LP appointed Karen Van Acker as Co Chair of Advocacy Committee
 - a. PK commented that Advocacy Committee would still only have 1 vote.
 - b. SA 2nd, no discussion, passed
- B. Agenda items for next meeting
1. ORCA/OMHCA Merger
 2. Budget proposal estimates - Proposals due by next board meeting **March 10th**
 3. Spring Retreat Friday, May 4th and Saturday, May 5th
 - a. Board voted on their top two locations: Beach, Ashland, Milwaukie or Silverton
 - b. LP will announce location decision to Board at a later date.
- C. Closing
1. HB moved to adjourn, SA 2nd, Passed

Minutes respectfully submitted by ORCA Secretary, Margaret Evans

Oregon Counseling Association
Board Meeting January 28, 2012
Treasurer's Report
Heather Bennett

- FY 2009-2010 Taxes complete! We did not have to file Form 1090 as we anticipated as the IRS increased the income limit to \$50,000, exempting us from the filing requirement.
- 2011 Fall Conference was profitable! Made charitable donations to COPACT \$1437.58 and Homes for Our Troops \$553.97.
- Fiscal Year 2010-2011 so far...
 - Profit & Loss Statement:
 - Profit & Loss Statement: Income \$37,496.24, showing profit of \$2,492.34.
 - Balance Sheet:
 - ORCA checking account has a balance \$13,173.87 w/ \$200.00 to be deposited.
 - Investment account had \$1,045.60.
 - OACES checking account has a balance of \$1,194.53, w/ \$75 to be deposited.
- To-Do Items
 - There is need to do an internal audit – I haven't organized this yet so it's still on the list.
 - Purchase a scanner to improve communication between Treasurer and Membership Chair.
- Items Requested for Action:
 - Turn in any outstanding payables/reimbursements due!!! (Doug Querin ☺ this means you).



Oregon Career Development Association

ORCA Board Report – January 28, 2012

Submitted by Matt Morscheck, OCDA President

General

- OCDA Board met on Nov. 18, 2011 and Jan. 20, 2012 in Newberg, OR
- OCDA Board currently conducting personalized outreach phone calls and emails to each of our 87 Active Members
 - General check in, PDI invites, scholarship notifications, awards nominations, member feedback
- Annual Poetry/Poster Contest: November Career Development Month
 - Angela Doty chaired committee, received 20 submissions from K-12 students across Oregon.
 - \$150 in prizes awarded to state winners in several categories. Winners submitted to NCDCA national contest.
- OCDA Member Survey scheduled for Summer 2012 -- Christine Lundeen, Chair

Leadership

- Recruiting for President-Elect position to begin term Jun. 2012
 - OCDA Elections late Spring – Angela Doty, Chair
- All current board members have expressed interest in continuing to serve on OCDA Executive Board!

Professional Development Activities

- 10th Annual Professional Development Institute & Awards Luncheon
 - March 9, 2012 in Clackamas, OR, Early bird registration deadline Feb. 10
 - Keynote: Dr. Rosie Bingham (announcement attached as addendum)
 - OCDA offering 3 full scholarships to members this year!
 - ORCA Cross Promote?
- Spring/Summer Events Planned:
 - Industry Tour (New Seasons) – Eden Isenstein, chair
 - Cocktails & Careers Networking Night – Nina Olken, chair
- SkillScan Assessment Training held Oct. 26th in Portland, 9 Attendees, resulted in +2 new members – Eden Isenstein, chair

Financial (as of 1/20/12)

- Current assets: \$6,450.31 – Anne Lapour, Treasurer
 - Checking Account: \$1,158.75
 - PayPal Account: \$5,291.56

Membership

- 87 Active members (+13 since 9/2011) – Dan Hayes, Membership chair
 - OCDA 68
 - ORCA/OCDA 11
 - Lifetime OCDA 15
 - Lifetime ORCA 4

Communications/Website

- Facebook: 46 likes (-1 since 9/2011)
- Twitter: 466 followers (-2 since 9/2011)
- LinkedIn Group: 97 members (+24 since 9/2011)
- Nina Olken Communications/Web Chair is investigating new website platforms.

OACES Report for ORCA Board

January 2012

Current Hot Topic and Focus

It turns out that WACES (the Western Region ACES organization) is holding its 2012 Conference on the same dates as the ORCA Fall Conference, also in Portland. This creates a conflict for Oregon Counselor Educators, who are generally more likely to attend WACES, taking away potential attendance from the ORCA conference.

I am working with WACES, and they are attempting to move the dates of their conference to eliminate the conflict. This may or may not happen. Should we need a Plan B, I would then like to see if we can come up with some kind of special registration “package”, allowing counselor educators to attend sessions at both conferences (which will be about 4 miles apart – a short freeway ride).

Other Activity

The focus for OACES is establishing a community of Oregon Counselor Educators, and working to get increased engagement in ORCA activities, especially Conference attendance and participation, and to encourage the same in their graduate students.

Current list of work in process and “to do” list:

- Find out who all (or most of) the counselor educators (CEs) are by identifying all schools with counseling grad programs, and making contact to get faculty info
- Develop distribution list or Listserv of Oregon CEs
- Make initial contact with CEs, and find out where OACES can best serve its constituency, and each individual’s level of interest (possible survey?)
- Make follow-up plans based on results of CE feedback, also considering advantages for ORCA/OACES members
- Encourage CEs (and through them, their graduate students) to view the ORCA Conference as an opportunity to learn, to present research, and to network with peers
- Work with ORCA Conference team to ensure there are some appealing sessions for CEs, possibly including required CEU credits (e.g. Ethics)

ORCA Communications Committee Report January 2012

The communications committee continues provide marketing for the Oregon Counseling Association through outreach and news on our Web page, e-mails, Twitter, Facebook, LinkedIn and the organization's newsletter.

Last quarter we were able to put out the first electronic newsletter which we will continue to do on a quarterly basis. We've gotten a lot of good feedback from this; several e-mails from members requesting to "cancel" the print publication and continue with the electronic version (which is happening automatically, except for the small number of people we have without e-mail addresses, who will continue to get the print version).

We've been more active than ever before on Facebook and Twitter, now with 140 people liking our Facebook page and reaching about 94 people weekly who are reading our "status updates". We post organization news and also general counseling blurbs from other news outlets and research studies. All ideas are welcome so if there's something you would like to see discussed, feel free to e-mail it to communications@or-counseling.org. There's even 5-10 online users who are reposting our information, which means people are talking about us and spreading the word about hot topics we propose.

Most Recent Efforts

I'm trying to work with Tracie to figure out how best to market her legislative e-mail listserv, so more of our members can be connected to current events, like the recent complications over reimbursements for counselors. Tracie was able to utilize our member list to send out one e-mail inviting people onto the listserv, but we're hoping to drum up more interest, so might try to send out an e-mail with ORCA letterhead like I've done for other issues. We will also advertise the listserv in the upcoming newsletter.

Upcoming Needs

Each board member is supposed to contribute one newsletter article per year as a part of their responsibilities. If you haven't done so yet, please submit a brief article to me – I am hoping to get better with e-mail alerts and deadlines for upcoming newsletters. These articles are very flexible, just a few paragraphs on a topic that interests you (I often get these from news headlines or something that inspires me from the news). Thanks goes out to Alexandra, Doug and my new committee member Raina Hassan for contributing articles in the last 2 newsletters! That was a big help!

NBCC Report 01/2012

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

1. Conditions for Effective Psychotherapy: A Meditative Investigation, March 3rd 2012, April 24th 2012, June 9th 2012. (These are three separate trainings).

Instructor: Nelly Kaufer, LPC.

Summary: As psychotherapists we hold many views and theories about what the conditions that lead to effective psychotherapy, some known explicitly, and others functioning implicitly in our work with clients, many determined by our clinical orientation. Buddhist psychology teaches that everything in our inner world arises dependent on conditions; nothing arises in isolation. Through meditative reflection and in group discussion, you will examine your beliefs about what conditions lead to positive change in therapy, and how you understand your role in impacting these conditions.

ETHICS COMMITTEE REPORT
for Board Meeting 1/28/12
Submitted by Doug Querin, dsquerin@comcast.net

The ORCA Ethics Committee continues to pursue its primary goal of educating its membership and the public concerning ethical issues within the profession.

- Presented a 2-hour ethics program (Ethics of Suicide Assessment) at the 2011 Annual Conference
- Presented a 3-hour ethics program co-sponsored by ORCA & Wise Counsel & Comfort – October 8, 2011
- Have submitted ethics article for ORCA Newsletter
- Periodically confer with Larry Conner on COPACT & legislative matters
- Continue to respond to periodic ethics questions by members
- Continue to periodically attend OBLPCT quarterly meetings

Our Ethics Committee continues to seek additional members and encourages ORCA members who have an interest in serving our professional community to consider sitting on ORCA's Ethics Committee.

Doug Querin, Ethics Chair
January 27, 2012

Fall Conference Planning Committee Report for Board meeting 1/28/12

Submitted by: CJ Strauss, on behalf of the committee which also includes: Alexandra Saperstein, Becca Dembosz, Doug Querin, Heather Alexander, Jamie Guyn, Lara Pevzner, Lisa Sequeira, Marney Hoffman, and Sarah Andruszko.

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 (2011) Conference:

- Continued for the 4th 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 142 paid registrants attend 314 "days" (2010 was 107/223, 2009 was 111/235, 2008 was 108/210, 2007 had 30).
- 28 new people joined ORCA with their conference registration!
- The silent auction raised \$2000 on behalf of COPACT and Homes for Our Troops.
- We held a Networking Luncheon on Friday; added people's city on their name badges.
- The invoice from the Riverhouse in Bend came to just under \$25K. This is more than double our costs from last year. We believe we did make a small profit.
- We received tons of positive feedback about the event, from the location and setting, to the quality of the program and presenters, to the organization and volunteers.

2012 Conference:

- November 1, 2 & 3, 2012 at the Red Lion on the River (Jantzen Beach) in Portland.
- theme: "Appreciating the Diverse Experience"

2012 Progress:

- The committee has met in December and January.
- Anne Norwood is drafting new artwork for us this year.
- The Call for Programs was in the 2011 registrant packets, is posted on the website and will go into the next newsletter and email.
- The Program Proposal deadline is 4/1/12. So far we haven't received any proposals.

Next Meeting:

- Thursday, February 16th at 6:30pm at 2301 NW Thurman St, Portland, OR 97210

Questions/Concerns:

- We are still searching for a subject and presenter(s) for the Pre-conference Workshop. How about a focus on trauma, addictions, group work, DSM, or a private practice focus?

Actions Requested of Board Members:

- Please tap into your networks and help attract presenters whom you'd like to see!
- Feel free to distribute or post flyers, or go to the ORCA website to download them.
- Please continue to send interested volunteers our way.

ORCA Membership Committee Report

26 January 2012

Becca Dembosz

Since the last report given since taking this position last summer, here are the latest happenings:

Though I still have most of my team in place, one member, ***Priscilla Hertel, had to regretfully bow out of her duties*** due to her own work load increasing too much. So I ended up absorbing her position of Database Updater extraordinaire. I faced a bit of a learning curve but had some help from ***Glenn Maia, who is now primarily part of the Tech Team*** department. ***My other teammates (Jamie Califf, Lindsay Ferrell, Samara Sanchez) have been steady*** and I have started throwing work parties every few weeks to allow us all to get the work done.

With that said, here are some of the things we have accomplished together so far:

We are all caught up from previous backlogging!!! This means that membership issues, including renewals, letter re-drafts, welcome packets, calls and emails, Regonline issues, and database cleanup have all been taken care of and are up to date. With that, we have all gotten down a system of how to keep up the workload in a timely manner, and I plan on keeping it that way! ***The only continuing goal here is to equip each member with a membership card.***

We are also very close to converting our Google docs Membership database to a database as part of our already existing Regonline system that is used when members register and renew. The advantage of this switch will be the complete and correct syncing of registration information so as to automatically correspond with members about renewing and updating information. ***This will allow our energies as a team to be poured more into outreach*** so as to increase membership numbers and expand the influence of our organization.

Here are our numbers thus far, as compared to when I first started:

| | July 2011 | Jan 2012 |
|-------------------------------|------------------|-----------------|
| Professional: | 125 | 142 |
| Associate: | 1 | 2 |
| Retired: | 8 | 6 |
| New Professional: | 18 | 19 |
| Student: | 57 | 89 |
| Life: | 55 | 53 |
| Lapsed Members: | 145 | 58 |
| Total Current Members: | 264 | 311 |

NETWORKING COMMITTEE REPORT for Board Meeting 1/28/12

Submitted by Marney Hoffman, networking@or-counseling.org

Committee Members: Marney Hoffman and Naomi Hudkins

Progress:

- Central Oregon: Met with two members in Central Oregon to discuss networking needs/desires in the area. Members from this area really enjoyed having the conference in Bend this year. Discovered that the area prefers training activities rather than networking events.
- Eugene area: Discussed desires and needs with two individuals from the Eugene area. There is a desire to have networking events; however, we have not been able to locate the manpower to organize such an event.
- Supervisor list: Continue to update supervisor List. Three new supervisors were added. Followed up with members who expressed interest to be on the supervisor list from the Fall conference.
- Networking Event: Networking lunch was held during the Fall Conference.
- Potential new volunteers: Meeting set for next week with a current member who would like to become more active within ORCA. Intent to discover her interest and how she might become involved.
- Networking activities: Hopes for this year is to combine networking events with an educational component that will allow for CEU's. I've met with two individuals who have agreed to present during a Portland event(s). Naomi has secured an individual to present in the Salem area.

Structure of Events:

- (1) Charge a nominal fee for members
- (2) Offer access to non-member with a higher fee. Intent is to solicit new members and offer member fee for the event if they become ORCA members during the event.
- (3) The events to be structured with a 1 hour educational component and a 45 minute networking opportunity.

Needs in order to implement such events:

- (1) Committee members to help with organizing such events
- (2) Secure location
- (3) Work out logistics of payment and registration for event
- (4) Meet with communication committee to announce such events
- (5) Send presentation information to the educational committee for CEU approval.

Progress:

- Meetings with COPACT officers to discuss issue regarding billing, payment, and description differential with Jefferson Behavioral Healthcare. At this time, it is not clear if this is appropriate with the health care laws and changes. Contacts made to supervisors at a site within JBH and was informed these differentials were due to Medicare compliance, although it appears to be not compliant with the 2009 Practice Act. Contacts from other providers and ORCA members who are very concerned about this issue. Further research is necessary to address this.
- Reviewed and discussed legislative concept with regards to parity in billing for insurance companies with other Master's level providers such as Licensed Clinical Social Workers. This bill is to be introduced in next legislative session in February, 2012.
- Contacts with board members to establish listserv for ORCA members. Due to multiple issues, it has been decided by ORCA to use the Oregon Counselors Listserv at this time as it is open to any clinician in Oregon. There is still recommendation that ORCA establish a listserv for the purpose of serving members with alerting them of emergent issues in a timely fashion, especially during legislative sessions. In the meantime, it was acknowledged by the President of ORCA that names of members be released to request if they would like to join. 75% of the invitations went ignored, assuming they went to spam filters. Email contact with Sarah Lebo, Communications Chair, regarding an email blast to ORCA members during the Board meeting to inform members of this option, and immediately follow the email blast with an invitation to the listserv.
- Contact from an ORCA member who is interested in co-chairing this position, will introduce her at the Board meeting.

To Do:

- Investigate JBH billing issue with the help of COPACT.
- Assist and train co-chair with legislative issues and needs.
- Continue to follow proposed legislation that may affect ORCA members.
- Request for further funding for legislative chair/COPACT support.
- Request for donation for public affairs/legislation as a part of ORCA's membership fees, or to increase membership fees to hire a lobbyist.
- Attend and testify at hearings in Salem on behalf of ORCA and COPACT.
- Maintain contact with OBLPCT and legislative representatives supporting pending legislation.
- Attend further COPACT meetings to discuss current legislative session, collaboration with other professional organizations and fundraising for lobbyist.
- Attend further ORCA meetings to report on legislative endeavors, COPACT's collaboration, and discuss ORCA's stand on current legislative bills.
- Review proposed legislation on national level and with other professional organizations.