



NAEH Inc. Board of Directors - Minutes 12/01/2019

1. Call to Order:

- a. Draw Angel Card – Angel of Flexibility
- b. Light candle
- c. Opening meditation
- d. Approve agenda
- e. Minutes for this meeting taken by Secretary: Bonnie Dysinger

2. Roll Call:

- a. Members of the Board: Bonnie Dysinger, Shauna Edmond, Carolyn Rose Frost, Constance McCloy, Kendra Moore, Chuck Pisa, Fran Oppenheimer, Gabrielle Frampton, Kathy Burgess
 - i. Total BOD members present: 6
- b. Administrator: position vacant at this time
- c. Excused: Carolyn Rose Frost, Gabrielle Frampton, Kathy Burgess
- d. Absent:

3. Minutes of previous meetings: November 10, 2019 taken by Bonnie Dysinger, Secretary

- a. Approval: Motion to approve by Shauna Edmonds; 2nd by Constance McCloy; passed
- b. Distribution by Secretary: To all BOD for review prior to approval
- c. Distribution of approved BOD minutes by Administrator: post on NAEH Inc. website, archive in NAEH, Inc. Dropbox

4. Reports:

- a. Executive Board - Fran Oppenheimer
 - i. Legal contact changes for Barb's estate
 - Fran has been in contact with the new trustee for Barb's estate
 - Fran and Bonnie traveled to attend Barb's Celebration of Life
 - 1. Gifting of walking stick – A walking stick was presented to Barb by the Certification Committee after her first knee surgery. The walking stick was gifted to Barb's daughter, Maria.
 - 2. Barb's triangle – The NAEH has Barb's class triangle and will be used at the conferences and passed on from President to President.
 - ii. Follow up on transfer of copyright for syllabi
 - Fran will follow-up with the new trustee to move this forward
 - We are still hoping to receive the Barb's hand-written class notes
 - NAEH does have in our possession the updated syllabi for classes 5, 6, 7, and 8
 - As far as we are aware nothing for Part 9 has been found
 - iii. 501c3 "birthdate" astrological chart – Bonnie
 - 11/30/2017; 12:27 pm; Okemos, MI
 - Mary Connolly is offering a professional courtesy for the initial Esoteric Astrology reading for the NAEH to be \$200 versus \$300
 - The call will be over the phone and we can call Bonnie's phone and add callers and also record the call to share with the BOD – Bonnie will coordinate

- Information received will be important to present as a summary to share at conference and/or a journal article; her time would be compensated
- b. Look at term rotations for current BOD members
 - i. Kathy Burgess not able to continue on BOD
 - 1. Patsy Hubert available and interested in being on the BOD
 - Normal protocol is the BOD has the ability to appoint a person when there is a vacancy on the BOD
 - Motion to appoint Patsy Hubert as a member on the NAEH BOD by Chuck Pisa; 2nd by Shauna Edmonds; passed
 - Chuck will contact Patsy to invite her to be on the BOD
 - Suggest she read previous BOD minutes to see what we have been up to
 - Patsy then would be placed on the April 2020 ballot for formal election to continue on the BOD
 - ii. Strategy for 2020 elections
 - 1. Nominations for 2020 BOD
 - Constance, Kendra, and Bonnie will meet early in the new year to develop an email to membership for 2020 nominations
 - Mary Anne Walker's name kept coming to Kendra's awareness during this discussion
- c. Treasurer's Report – Fran – **See attachment #1**
 - i. Review of 2019 expenses
 - ii. Expenses presented for payment
 - iii. Standard monthly expenses: Office rent: \$300-payment of October rent still on hold pending notification from trustee of Barb's estate; NAEH phone: \$60.17
 - Still waiting to hear where to send the final IBS \$300 rent payment for October
 - 1. Need Gabrielle's current mailing address for NAEH storage fees
 - Fran will send a lump sum payment to Gabrielle for storage payment through April 2020
 - iv. Other expenses:
 - v. Income: bequest from Barb
 - The \$25,000 will be received after the estate is settled
 - vi. Donations: to Humane Society and Song of the Morning Yoga Retreat in honor of Barb
 - **See attachment #2 for previous motion to approve**
 - \$500 to the Capital Area Humane Society and \$500 to Song of the Morning Yoga Retreat
 - vii. Motion to approve expenses made by Constance McCloy; 2nd by Chuck Pisa; passed
 - viii. Acquisition and updating of financial records
 - ix. Accountant fees for bookkeeping; 2019 invoices
 - x. Previous records to send to accountant
 - xi. Accounting firm
 - 1. Quick books
 - Fran will contact the accountant again to finalize the financials and Quickbooks recommendation and status
- d. Administrator – Fran, Bonnie
 - i. Administrator duties

- 1. Office: email, website, updating membership and other lists-Bonnie
- Review of tasks completed – task list sent to Fran and Constance
 - 2. Phone, mailings-Fran
- No phone calls received
 - 3. Search for new Administrator
- Bonnie notified the BOD if OSS not in place within the next two months that she would like to begin being compensated by the NAEH. Motion by Kendra Moore to begin compensation to Bonnie now at \$400 per month until OSS is in place; 2nd by Shauna Edmonds; passed
 - i. Job description – **See Attachment #3**
- Job description is now complete
 - ii. Posting position for Office Support Specialist – **See Attachment #4**
- Job announcement has been finalized with final salary to be approved by the BOD.
- Notification to email list to be sent separate of the newsletter and also be listed on Facebook
 - Position does not need to be filled by an NAEH member nor a person who knows Esoteric Healing – we are looking for a person with the skills, interest, and abilities to do this work and cares about the work they do
 - Constance led us in a meditation to attract the right person for this job
 - Notice of interest and resumes to be received by December 31, 2019
 - Interviews and selection to happen in January 2020
 - Interviews will be with at least the Executive BOD and other BOD may participate as well if they choose
 - Have a 3 month review for how work is going
 - iii. Salary
- Motion for the salary for the OSS to be \$350 by Kendra Moore; 2nd by Chuck Pisa; passed
- We also need to purchase a Dropbox sign-in for the OSS so this person has access and ability to save the NAEH documents in the NAEH Dropbox. Cost will be around \$120. Motion by Constance McCloy to approve funding for the Dropbox account; 2nd by Bonnie Dysinger; passed
 - iv. Employee vs. Independent contractor
- ii. Bulk email provider: Mailchimp proposal **See Attachment #5**
- Bonnie attempted to add tags into MailChimp to use versus adding an expense, the import didn't work in updating all the members
 - Proposal provided to the BOD and Bonnie recommends the Pay as you Go option
 - We can then have 3 lists
 - Newsletter
 - Members only
 - Conference registrations
 - Motion to move to the MailChimp "Pay as you Go" plan for \$200 for 10,000 credits by Constance McCloy; 2nd by Bonnie Dysinger; passed
- iii. Video camera to Chuck

- Bonnie will contact Kathy Burgess to ship the video camera, supplies, and microphone equipment to Chuck so he can make sure the SD cards are working for conference (consider new ones). Chuck will also 1) work with the microphone for a better connection; 2) purchase a holder for the SD cards; 3) purchase a bag for all the equipment supplies that go with the video camera so it's all in one place. NAEH will pay for the card holder and bag.

5. NAEH Committee reports:

- a. Legal – Gabrielle
 - i. Bylaws update
 - Gabrielle would like us to correspond by email as to what areas of the bylaws have questions and needs to be looked at. In doing so then we may be able to approve them at the next meeting.
 - Scroll through and look at the highlighted yellow areas on your computers
 - Fran will ask Gabrielle to reach out by email to get this started
- b. Membership – Constance
 - i. Current membership = 133 (13 New; 120 Renewal)
 1. Basic: 34 Associate: 8 Professional: 91
 2. 92 listed in the Find A Practitioner List
- c. Conference – Fran
 - Conference theme is Points of Light: Esoteric Healing in the Aquarian Age
 - Bonnie will add to the website; Fran will post on Facebook and the newsletter
 - Fran and Constance will be working on the schedule and plugging in speakers
 - Conference dates are April 17, 18, 19, 2020
 - i. Personnel changes on committee – Fran reported on the change
 - ii. Status on Conference handbook for Dropbox – updates are being made
- d. Certification – Bonnie
 - NAEH Member and owner of Creative Wellness in East Lansing, Irene Savoyat has offered space to rent for Certification testing day!
 - Considering Sultan's in East Lansing for celebration dinner (Mediterranean fare)
- e. Education – Shauna
 - i. Next meeting December 2nd
- f. Public Relations -
 - i. Journal – Bonnie
 - Journal is at the printer; ASAP Printing will mail the journals for us
 - Return address will be Fran's address
 - Any leftover journals will be mailed to Fran
 - ii. Newsletter – Fran
 1. Memorial section with contributions from Briner family and others
 - Photos will also be included
 2. 12/15 deadline for newsletter submissions
 - Fran's Facts may possibly not be included due to space for the memorial
 - iii. Website – Bonnie
 - New "Search" function has been added to the website
 - Member's Only items will not show up in the search function
 - iv. Facebook - Fran

1. 210+ members to date
 - a. Approximately 71 are NAEH members
 - Wallace Smith will be teaching Barb's scheduled Part 6 class starting December 6th
 - g. Teacher training – Fran/Bonnie co-chairs
 - i. Part 2 training in process
 - Considering location options for Part 2 cohort group – one possibility is at Fran's in Florida
 - ii. Update on library of resources offer; to new teachers; to established teachers
 - This has been offered to a couple teachers who are just beginning their teaching
 - iii. Interest in the TT process
 - We have about 8 people who have expressed interest in becoming NAEH Esoteric Healing teachers
6. **New business:**
- a. Discuss formation of a comprehensive database
 - b. Create folder in Dropbox for bank statements, financial statements, Taxes/P and L's
 - c. Formation of new research committee
 - d. Update members only password annually?
 - i. Send once membership deadline has passed.
 - ii. Can this be done as a personalized email via Mail Chimp?
 - e. Proposal: Create email addresses specific to committees through the website. For example, certification@naehonline.org? This would have an additional cost but could be linked to the committee chairperson's email. More efficient; Consistent email address that could be linked to chairperson(s) and relinked as they change; would only need for most active committees.
7. **Closing:**
- a. Closing meditation

Future Meetings: NEED TO SCHEDULE MEETINGS FOR 2020

**** All meetings are scheduled on Sunday's from 10 am – 12 am EST**

January 12, 2020

February 9, 2020

March 8, 2020 (this is a time change date – Spring forward 1 hour)

April 5, 2020

May 3, 2020

Attachment #1

NAEH Financial Summary - November 2019

2019	November	October
Checking:	7766.47	7146.47
Savings total:	41841.95	37555.12
General fund:	38874.07	34587.24
Certification:	1967.88	1967.88
Teacher training:	1000.00	1000.00
PayPal	0	3724.87
Total funds	49608.42	48426.46
Total Deposits:		10230.53
Checking	620.00	2045.00
Savings	[4286.83 – xfer fm PP]	[10000 - xfer from PayPal]
	? - interest earned	0.53 - interest earned
PayPal	580.00	8185.00
Expenses	-1462.02	-218.45
PayPal fees	-18.04	-255.32
Refunds	0	-405.00
Total expenses:	-1480.06	-878.77
Expenses approved at October BOD meeting:		
2019 Conference recording		500.00
Reimb. For Part 3 videoing, airfare, airport parking, SC cards, car rental, gas; boxes to pack up NAEH office		901.21

Attachment #2

11/14/19

7:19pm EST

Email from Fran Oppenheimer – NAEH President

Dear Board members,

Constance, Bonnie and I have been discussing what would be an appropriate tribute to Barb. As she had requested donations to either Song of the Morning Yoga Retreat or the Capital Area Humane Society and we were considering a donation of \$500 to each of these from the NAEH. Please let me know if this is ok with you or if you have any other feelings on the matter.

Blessings,
Fran

Vote by email for approval:

11/14/19:

Fran Oppenheimer

Bonnie Dysinger

Constance McCloy

Carolyn Frost

Kathy Burgess

11/15/19

Chuck Pisa

Shauna Edmonds

Kendra Moore

11/16/19

Gabrielle Frampton

Attachment #3

NAEH OFFICE SUPPORT SPECIALIST JOB DESCRIPTION

GOALS:

1. Provide expertise in office duties integral to the running of the NAEH.
2. Maintain open and harmonious communication regarding all aspects of the NAEH, including an active working relationship with the Executive Board.

OFFICE SUPPORT DUTIES:

1. Respond to NAEH telephone and email messages within 48 hours.
2. File documents to the appropriate Dropbox folder (e.g., Committee Minutes; conference documents; etc.).
3. Create backup files of all documents.
4. Maintain NAEH Website.
5. Send emails per request of Committee Chairpersons and/or Executive Board (with attention to spelling, punctuation, grammar etc.)
6. Provide monthly Activity Report regarding office tasks to the Executive Board prior to the monthly Board of Director meetings.
7. Follow the Guide of Monthly Tasks for Office Support Specialist and update as needed.
8. Stay apprised of the activities of the NAEH (e.g., read committee meeting minutes).
9. Complete other office support tasks as assigned by the President.
10. Provides support for NAEH Annual Conference.

MEMBERSHIP:

1. Per request of the Chairperson of the Membership Committee, send email and post Facebook announcements regarding membership enrollment activities (e.g., membership drive).
2. Update the membership new/renewal form yearly per Membership Committee Chairperson's request.
3. Process membership applications.
4. Update the membership list monthly.
5. Update the website Membership Directory and "Find a Practitioner" list as needed.

WEBSITE:

1. Update NAEH website as needed (e.g., newsletter, conference, classes, membership, etc.).
2. Post meeting minutes of the NAEH Board of Directors and the annual Membership Business meetings.

CONFERENCE:

1. Participate in some aspects of the preparation, planning and implementation of the NAEH annual conference as stated in the Conference Guide. For example:
 - a. Answer questions (i.e., phone messages, emails) related to the Annual Conference within 24 hours or refer queries to the Conference Chairperson for further assistance if needed;
 - b. Work actively with Conference Committee Chairperson during conference planning
 - c. Send out conference-related emails (e.g. Save-the-date, Early Bird registration, registration reminders, other such announcements
 - d. Create mailing labels for conference brochures
 - e. Create name tags for conference attendees
 - f. Process conference registrations:
 - i. Maintain a list of conference registrants and meal preferences for Conference Chairperson
 - g. Update and maintain conference postings on the NAEH website and Facebook
2. Keep an ongoing list of all paid orders for conference video recordings.
 - a. Email the conference video link to all who pre-ordered the conference video.
 - b. Email the conference video links for the videos and the available handouts.

FINANCIAL:

1. Forward all financial documents (e.g., bills, payment checks etc.) to Treasurer for payment.

SPECIAL PROJECTS:

When new projects are undertaken by the Board of Directors that are beyond the agreeable scope of the tasks specified above, and directions are given to the Office Support Specialist as to its completion, this constitutes a “Special Project” for the Office Support Specialist. It is recognized by both the Office Support Specialist and the Executive Committee (BOD) that an additional monetary compensation for this project may need to be negotiated. The NAEH Inc. reserves the rights to pay a third party for Special Projects.

DETAILS:

1. The NAEH Office Support Specialist duties/responsibilities are outlined in this position description. The listed duties and responsibilities may be changed, modified, deleted periodically per mutual discussion/agreement between the NAEH Executive Committee and the NAEH Office Support Specialist. Any changes to the existing position description will be noted and dated on the contract.
2. The NAEH Office Support Specialist reports directly to the NAEH President, as a representative of the Executive Committee (Executive Committee is: President, President-Elect, Secretary and Treasurer).
3. After the Office Support Specialist has been employed 3 months, a review of the position and a discussion between the Executive Committee and the Office Support Specialist will be scheduled and completed. Additional review will be scheduled as needed.
4. All materials, lists, files, passwords associated with the NAEH are the property of the NAEH.
5. The Office Support Specialist will be provided a laptop computer. All NAEH-related work (and only NAEH work) is to be completed using this computer.
6. All documents are to be saved in their proper file location in Dropbox.

LIST OF SKILLSETS NEEDED (OR INTEREST/DESIRE TO LEARN) FOR THIS JOB:

1. Ability to work independently and with integrity
2. Excellent communication and customer service skills
3. Organization skills
4. Grammar/ punctuation/spelling and proofreading skills
5. Typing skills with 95% accuracy of data entry

6. Mailchimp
7. 123 Form builder
8. Designing and Printing labels
9. Dropbox
10. MS Office (Word, PowerPoint, Excel, Access or other database, etc.)
 - a. Including mail merge and sorting of documents
11. Website management (We currently use Wix)
12. Willingness to learn new software/technology as they become available if needed for the work of the NAEH
13. Experience with social media venues may be helpful (Facebook, Twitter, Instagram etc.)



Job Announcement: Office Support Specialist

Would you like to play an exciting and integral role in the continued growth and development of the National Association of Esoteric Healing?

The NAEH is a non-profit organization whose major goals are to support practitioners and teachers of Esoteric Healing and to provide education to the public about Esoteric Healing. Activities/resources supported by the NAEH include practitioner training and certification, teacher training, an annual conference, a newsletter and journal, and a professional website.

The Position: The NAEH is looking for an individual who has experience and expertise in completing office support tasks that are integral to the running of the NAEH, and who can maintain open and harmonious communication regarding all aspects of the NAEH. This is a part-time, “virtual office” position (i.e., work can be completed from one’s home), requiring on average 10 hours per month.

Qualifications: Excellent communication skills, ability to work independently and with integrity, excellent organizational skills, expertise and accuracy with Microsoft Word and Excel; ability to learn/use DropBox, 123 Formbuilder, and Mailchimp, and provide website management.

Salary: The salary is _____ per month. If this individual is additionally involved in “special projects” (e.g., extensive conference support), an additional remuneration will be provided.

If you are interested in applying for this position, please send an email of interest and a copy of your resume to info@naeh.org. If you have any questions about this position, please contact Bonnie Dysinger bonnie@bonniedysinger.com or call 517-281-1706.

Many thanks and blessings,

NAEH Board of Directors

Attachment #5

9/8/2019

Mailchimp – Pay as you go Plan

3 lists available

Estimates (high) below are based on:

NAEH currently has 767 contacts

And allowing for 200 Members

And 150 conference attendees

1 sent email = 1 credit

Unused credits expire after 12 months

Block of credit that may be bought:

\$150 for 5,000 credits \$0.03 per email

\$200 for 10,000 credits \$0.02 per email

\$300 for 15,000 credits \$0.02 per email

Campaigns:

Membership renewal 3 x 800 emails	2400
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Conference – save the date announcement	800
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* Holiday Christmas emails from BOD to Membership	200
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Conference notification 3 x 800 emails	2400
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* Conference details x 3	450
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Quarterly newsletters 4 x 800 emails	3200
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* Call for BOD nominees to membership	200
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* Introduce BOD nominees x 2	400
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Certification application due date x 2	1600
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* General Membership Meeting notes	200
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* Fall Journals mailed	200
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Test emails	<u>30</u>
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Estimated Yearly Total	12,080
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Essential Plan

1,500 emails is \$19.99 per month \$240/year

2,500 emails is \$29.99 per month \$360/year

3 lists

9/16/19

Wix.com (our current website support)

\$10/month can send 5 campaigns per month; 9500 email addresses per month; have 10,000 contacts; **not able** to add links to the website.

\$24/month can send 20 campaigns per month; 50,000 email addresses per month; have 250,000 contacts.

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Constant Contact

Non-profit pay in advance and save up to 30%

Segment the contacts

\$20 per month list size up to 500

\$45 per month list size 501 to 2500

Unlimited emails addresses per month

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Sendinblue

\$25 per month (\$20 with annual payment)

40,000 emails addresses per month

Unlimited contacts

Unlimited lists (segmentation)

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GoDaddy Workspace Email

\$0.00 cost

We can set up multiple distribution lists – 100 maximum of emails per list

Maximum of 250 emails addresses per day can be sent

Recommendation:

Constant Contact is too expensive based on our current number of email contacts.

Mailchimp, Wix.com, and Sendinblue are all fairly close in cost. Mailchimp at this point being having the least expense at this time.

Our current free GoDaddy Workspace Email could be used to supplement using our current free Mailchimp account. Example: Continue to use Mailchimp for bulk announcements e.g. newsletters, conference, certification announcements. Then use our current GoDaddy email for specific targeted emails for (*) member notifications and conference registration notifications. This process would be more labor intensive in setting up and maintaining the lists on a yearly basis.

I would recommend that at this point we stay with Mailchimp and upgrade to the “Pay as you Go” plan because we are familiar with it and it being the least expensive of them. When we get to the point of having (or hiring) a social media person, then I would view this person as having more awareness of the various email marketing platforms and the benefits of each to make a more informed recommendation.

(A final note: I did reach out to Chris Geith asking if she had any recommendations. She feels that Mailchimp is the best and easiest that she is aware of and suggested we check out what Wix might have to offer.)