



2018 Annual BCTA/NA Membership Report

March 31, 2018

Dear BCTA/NA member,

We hope that you are enjoying a wonderful spring! We have put together our 2018 Annual Report so you have a greater understanding of the current topics, issues, needs, and offerings of the Association. Please let us know if you have any questions. We deeply appreciate your ongoing membership!



BOARD OF DIRECTORS - (From left to right, top row- Fred Snowden, Robyn Michele Jones, Elizabeth Hammond and Jennifer Corlett, bottom row- Denise Giusti, Mimi Ikle-Khalsa and Jennifer Song at Shambhala, CO)

Current Board of Directors

Mimi Iklé-Khalsa	President, 2018 Conference Chair, JGRC liaison
Jennifer Corlett	Secretary
Fred Snowden	Treasurer, Finance Chair, Website Co-Chair
Denise Giusti	Research Chair, Ethics Liaison; Standards of Practice/Core Curriculum and Competencies Liaison
Elizabeth Hammond	Teacher Approval Committee Liaison, Social Media and Website Co-Chair
Jennifer Song	Membership Chair, Canadian Membership Sub-Committee Chair
Robyn Michele Jones	e-Newsletter Editor, Publications Chair

New Board Members



Ellen Synakowski

“Twenty years ago while visiting Esalen Institute I heard about a modality that defied all I then understood about health and the possibilities for wellness. Years later I took my son to see Kate MacKinnon, a new friend and Upledger practitioner in the San Francisco bay area. As I observed the first session I couldn't imagine that a single thing was taking place, yet I left comforted, more at ease, and challenged in my beliefs. I was curious, so after moving to Washington, DC, I joined a BCST class.

It's been about five years since I entered that classroom. Recently I wondered if as a newbie I had anything to contribute to the BCTA/NA Board of Directors. When I said, "yes" it was because BCTA has a lot to offer the world. Pitching in with the Board seemed like a good way to contribute to spreading the word and growing the modality.

I am excited to be a part of a practice still in its youth. I see a time in the near future when BCST can be studied with replicable, scientific inquiry as it contributes to a widening definition of healthcare in America.

If I practiced this work for the rest of my life, no doubt I'd be entertained, awed, humbled and able to say at the end (to quote Hunter S. Thompson) 'Wow! What a ride!'"



Felicity Bensch

Felicity is a retired educator who moved to Bali, Indonesia, for two years. There she discovered the healing powers of Biodynamic Craniosacral Therapy after a transformative session with Dr. Adolf Brown. She studied and interned with him for two years, working with Balinese and western clients. She then moved back home to

Berkeley, CA, where she studied with Ged Sumner, Brian Tierney and Sheila Kean, receiving her 2 year diploma from Body Intelligence Training. She has started her own practice, Healing Souls Center, and finds the work meditative and deep. The beauty and simplicity of the work always inspires her. In addition to her practice, she also is a teaching assistant to Body Intelligence Training. She is very excited to be joining the BCTA/NA Board and hopes to help expand the network and coordination of practitioners and expand public awareness about CST work.

BCTA/NA Mission Statement

In service of this mission:

- We maintain the integrity of the practice and teaching of the work in relationship to the 'Breath of Life'.
- We promote comprehensive professional standards for practitioners, teaching assistants, teachers and teacher mentors of Biodynamic Craniosacral Therapy.
- We certify Registered Craniosacral Therapists (RCST@s) and approve teachers.
- We uphold the Code of Ethics with professionalism and compassion.
- We support an effective and transparent Association infrastructure.
- We create community through relationship building with our conferences, website, social media, monthly e-Newsletters and the Cranial Wave publication.
- We support and develop research initiatives.
- We foster the appreciation and application of biodynamic principles through public awareness, education and outreach.
- We cultivate a worldwide professional network with allied associations in our field.

2018 Board Priorities

1. Educate and solicit greater membership involvement in our Association.
2. Create better, smarter and more sustainable organizational practices.
3. Improve understanding of the value the Association holds in terms of community support, right to practice and bridging our organization with the greater CAM field.

Call for New Board Members

Ideally, the BCTA/NA Board of Directors has at least nine members. Currently we are functioning with eight members and three will be stepping down this year.

The Board is currently accepting Board of Director nominations for the coming year until May 31, 2018. Please nominate yourself or a friend! We cannot continue to provide the current standard of services without new volunteer members.

***“Add your voice to help shape the BCST community.
We need new, fresh perspectives on our Board and committees.”***

A Board of Director election will be held only if there are more nominations than seats available. If fewer members are interested, they will apply directly to the Board for consideration.

- Board members need to be available to participate in Board of Director conference calls on the first Thursday of each month from 7:00 pm to 9:30 pm EST.
- Board members need be available on an as-needed basis via email to conduct business in between Board meeting dates.
- Board members also attend the annual Board of Director Meeting which is held each fall, normally in the first or second week in September.

Add your voice to help shape the BCST community. We are in need of new fresh perspectives on our Board and committees. Many current members are finishing their first or second 3 year cycle as Board members. We need to utilize 2018 as a training year to insure a smooth and effective transition in 2019. Please contact Pam Hower at bcta@adminetcetera.com if you have any questions, would like more information, or would like to volunteer your services.



The following Committees are in need of support:

1. The 2020 Conference Planning Committee is seeking a chair and members to run the 2020 Conference.
2. The Writing/Editing/Proofreading Committee is seeking interested members.
3. The Judicial and Governmental Review Committee ***is seeking a member from each state*** to keep us abreast of laws that are brought up or changed that would affect our members' right to practice.

4. The Research Committee is seeking a new chair and members to collect and catalogue research.
5. The Chairs of the following committees will be stepping down this year and need to be replaced: Research, Publications and Conference.

Please contact Pam Hower at bcta@adminetcetera.com or 239-206-6078 to inquire about these service opportunities.



MEMBERSHIP

Membership Distribution

We currently have 565 members including:

- 2 Allied members
- 452 RCST® members
- 67 Student members
- 44 Teachers

The Board is happy to see so many returning members and to welcome all new members.

It Is Membership Renewal Time!

Please remember to renew your BCTA/NA membership before the May 31, 2018, deadline. The cost of renewal for RCST® status is \$140.00 USD. The BCTA/NA also accepts US bank checks online through eChecks.

Current membership status is affirmed on the BCTA/NA website RCST® practitioner referral listings. The website is updated weekly.

Membership Update

Brochures: Please take a look at the new BCTA/NA customizable brochures
<https://www.craniosacraltherapy.org/brochure-download-page>

RCST® Logo: We have created a new logo to use on all marketing materials, please contact Pam Hower at bcta@adminetcetera.com for a Logo Use Agreement Form.

New Member Welcome Calls: Calls are being made to all new RCST's to welcome them to the Association.

Equivalence Procedures: We are creating a policy for equivalency for RCST's.

Canadian Committee Update

A survey went out to all Canadian RCST® members to collect information about who was successfully having clients receive sessions paid for by extended Health care companies. Our survey showed that BCST sessions have been covered by health insurance plans. However, often the clients needed to advocate for this coverage.

Trademark Reminder

There are other associations in existence that register practitioners and use RCST. The trademark symbol ® serves to distinguish us in the marketplace as highly trained Biodynamic Craniosacral Therapy practitioners. It indicates that the mark has been awarded to the user and is protected by copyright law. It is required to be used with the RCST designation: thus, RCST®. The ® need only appear with RCST once in an article and once on a web page, even if RCST appears more often.

Also, the approved name of our modality is: Biodynamic Craniosacral Therapy or Craniosacral Biodynamics. If you are using the RCST® designation, please use the term Biodynamic Craniosacral Therapy or Craniosacral Biodynamics, not simply craniosacral therapy.



WEBSITE

Website Practitioner Listings

All current RCST® members are listed on the practitioner referral website pages in two areas – by professional location and last name. Approved teachers are also listed on the Approved Teacher page.

Please check the BCTA/NA website, www.craniosacraltherapy.org and proof your listings information for accuracy. To request changes or corrections, please contact our Administrator, Pam Hower, at bcta@adminetcetera.com or 239-206-6078.

Website Course Listings

Currently, all BCTA/NA Approved Teacher have the opportunity to submit their courses for listing on the BCTA/NA courses website pages under four categories: Introductory, Foundation, Advanced and Related.

As an additional promotional benefit, when the course listing is received, a postcard size ad of the course/event will also be posted on the BCTA/NA Facebook and BCTA/NA Twitter pages.

<https://www.facebook.com/Biodynamic-Craniosacral-Therapy-Association-of-North-America-423550067754148/>

<https://twitter.com/bcta2015>

Teacher's Bio Pages on our Website

We are in the process of putting together a comprehensive Teacher's bio page on our website that will feature all participating teachers. It will contain information on personal bio, school information, class type, and what makes each training unique.



CONFERENCE

2018 BCTA/NA Breath of Life Conference and 20th Anniversary Celebration

The 2018 Breath of Life Conference and 20th Anniversary Celebration will be held at Pearlstone Conference and Retreat Center in Reisterstown, Maryland, beginning Wednesday night, September 5, 2018. The teachers meeting will be Sept 9-11.

Our theme for this conference is The Many Voices of BCST – Past, Present and Future. If you have photos or stories you would like to share about your experiences as a member of BCTA/NA, past conferences or milestones, please send them to Pam Hower, BCTA/NA Administration, 239-206-6078 or bcta@adminetcetera.com. We will be putting together a timeline and would welcome your memories.

Please save the date for these future conferences.

- September 10 – 13, 2020
- September 8 – 11, 2022
- September 12 – 15, 2024



STANDARDS FOR PRACTICE AND CORE CURRICULUM AND COMPETENCIES

Standards of Practice / Core Curriculum and Competencies Revision Update

During our last BCTA/NA annual in-person Board meeting at the beautiful Shambhala Mountain Retreat Center in Colorado, a different definition of the Standards of Practice content emerged.

In the process of creating a legislative packet which includes the Standard of Practice, we researched other organizations standards. This research revealed a typical SOP is a short document listing the validity of our “Right to Practice.”

From this research it was evident that two types of documents were needed. One, the shorter SOP document geared for the legislative "right to practice" packet. This SOP has brief summaries of our style of craniosacral work and is heavily laden with ethics related content that will assure the US legislators that BCST is a safe modality and poses no threat to the public and BCTA/NA is a self-governing organization and should be exempt from the binding laws meant for the massage industry. For our Canadian members, content specific to those issues are in process.

Additionally, a Core Curriculum and Competencies (CCC) was created to specify the minimum requirements of a BCST foundation training.

The revised edition of the Standards of Practice (SOP), Code of Ethics (CoE) and a newly created Core Curriculum and Competencies (CCC) document are in their final editing phase. Thank you to our teachers, Board and membership for sharing your feedback on these documents. Once the final editing has been completed, they will be ready for Board approval. We expect the documents be ready for publication by summer.

We are deeply grateful for all the feedback and collaborative efforts. The newly created SOP and CCC are living documents. The BOD and SOP/CCC Committee recommends that they be reviewed at regular intervals.

Rebekah Crown, RCST® joined as Chair of the SOP/CCC committee in October. Current committee members are: Felicity Bensch, Gerry Clow, Denise Giusti, Elizabeth Hammond, and Mimi Ikle-khalsa.



PUBLICATIONS

2018 Cranial Wave Publication

The 2018 edition of the Cranial Wave will be published and sent to you at the end of December 2018. If you would like to submit an article for consideration, please contact the Promotions, Communications and Publications Committee at pcpc@craniosacraltherapy.org by June 1, 2018. This year's theme is “Biodynamic Excellence: Past, Present and Future”.

BCTA/NA e-Newsletter

The BCTA/NA monthly e-Newsletter connects the community, contains articles of interest in the BCST field, Board of Director announcements, and internal organizational happenings, updates and changes. If you are not receiving your e-Newsletter and would like to, please contact Pam Hower at bcta@adminetcetera.com.

The Promotions, Communications and Publications Committee is looking for volunteers to help with the monthly newsletter. If you would be interested in soliciting articles from our members, posting about upcoming events, or sharing poems and stories that you think our membership will have an interest in, please contact

pcpc@craniosacraltherapy.org.



FINANCES

2018 Financial Summary

Financial Report 2017

Financial Position

For the year ending December 31, 2017, our net assets (reserves) increased by \$17,802 to \$84,735 with a checking account balance of \$79,735. This reserve is necessary to cover:

- Expenses associated with holding the biennial Teachers' Meeting which will be held following the conference in 2018 and expected to cost approximately \$15,000
- Cover the potential liability to a hotel or conference facility should it be necessary to cancel a future conference after the cancellation dates provided in their contract, which this year could exceed \$54,990
- Pay operating expenses during the 8 months from July through February of the next budget year while membership payments are below current expenses. 74% of our receipts arrive between March and June.

- Give the Board flexibility to adopt demonstration projects and services not anticipated in the budget
- Provide funding that can support the expansion of member services when the opportunity arises.

Statement of Activity Summary

To provide a more useful 2017 versus 2016 comparison of ongoing expenses, receipts and disbursements for the Conference and Scholarship have been excluded from the comparison below and represents activity of the General Operating Fund only. In 2017 the net change in the Conference account was a reduction of \$1,262 with an increase of \$225 in the scholarship fund.

note: any member wishing more detail may request a copy of the full 8-page detail 2017 financial statements from the membership office.

	<u>2016 Actual</u>	<u>2017 Actual</u>	<u>Change</u>	<u>% of Total</u>
Membership Fees	\$58,155.00	\$66,345.00	\$8,190.00	94.6%
Education	\$20.00	\$3,360.00	\$3,340.00	4.8%
Contributions	\$12.10	\$0.00	-\$12.10	0.0%
Reclassification	\$0.00	\$0.00	\$0.00	0.0%
Total Receipts	\$58,937.10	\$70,155.00	\$11,217.90	100.0%
Membership Processing	\$7,330.50	\$12,895.00	\$5,564.50	25.7%
Membership Mailing	\$1,537.21	\$858.84	-\$678.37	1.7%
Website	\$5,574.23	\$8,177.98	\$2,603.75	16.3%
Education (videos)	\$4,678.18	\$579.00	-\$4,099.18	1.2%
Publications	\$6,125.54	\$6,253.48	\$127.94	12.5%
Annual Meeting Awards	\$256.18	\$0.00	-\$256.18	0.0%
Board/Teacher Planning Meeting	\$20,577.57	\$8,135.42	-\$12,442.15	16.2%
Finance (Accounting, Banking)	\$11,284.14	\$9,911.63	-\$1,372.51	19.8%
Professional Fees	\$1,199.42	\$0.00	-\$1,199.42	0.0%
Office Expenses	\$1,322.00	\$1,306.23	-\$15.77	2.6%
Other Board Expenses	\$3,278.78	\$2,005.53	-\$1,273.25	4.0%
Total Expense	\$63,163.75	\$50,123.11	-\$13,040.64	100.0%
Net Change Operating Fund	-\$4,226.65	\$20,031.89	\$24,258.54	

The source 95% of our receipts is membership fees. Of that \$55,260 is from RCST applications and renewals. The only increase (\$10) in RCST renewal fees occurred in 2015 and was accompanied by strategic discounts in application fees to encourage new memberships, so most of the \$8,190 increase over 2016 is a result of membership growth.

The \$3,340 increase in Education fees resulted from the sale of subscriptions paid to access videos of presentations given at the 2016 BOL Conference. This was more than offset by the cost of filming, editing and access which appear in the Webinar expense line in 2016. Although not a net source of revenue yet, we are encouraged by member feedback regarding the quality and usefulness of these videos and see the potential for reaching more members and the public as we go forward.

Supporting that growth in membership the costs of serving prospective and existing members increased \$5,564 over 2016 and represents 27.4% of total expenses.

The services provided through our website have also increased including membership application and renewal, teacher discussion forums, and video access. The design and maintenance of our website and conference video content (Webinars) resulted in 17.5% of our expenses.

Publications (12.5% of the total) provide for annual publication of the Cranial Wave, Newsletter, Class and Workshop promotions, and BCTA/NA logo refinement.

The Annual Board Planning meeting totaled \$8,135 (16.2% of total expenses paying for overnight accommodations, food and travel reimbursement for volunteer Board members to meet face to face and develop plans for the coming year. In 2016 the total (\$20,5778) included the cost of the biennial meeting of BCTA Teachers held between the Board meeting and conference.

Finance (19.8% of the total) includes accounting, financial record archiving, bank fees, credit card processing fees, and filling of state and IRS 990 reports.

Office Expenses (\$1,306), including voice mail, archiving historical records, liability insurance accounted for less than 3% and Other Board Expenses (\$2,006) including representation at the annual Federation of Massage and Bodyworkers meeting, representation at the European Conference totaled 4%.

BCTA/NA has no paid employees. Service contracts extend the capacity of many volunteers providing for administrative, accounting, editing, website, video and design services on an as-needed basis under the oversight of the volunteer Board of Directors.

In Closing

The BCTA/NA Board has created many improvements and changes this past year and appreciates the time taken to read this detailed report. We always welcome feedback and input. Please send any suggested additions and changes to admin@craniosacraltherapy.org.

Warmest Regards,
The BCTA/NA Board of Directors

2017 Shambhala BOD Meeting Highlights

Summary of Annual BCTA/NA Board Meeting Minutes

September 13 – 15, 2017

Location: Shambhala Mountain Retreat Center, Colorado

Attending: Robyn Michele Jones, Fred Snowden, Mimi Ikle-Khalsa, Jennifer Song, Elizabeth Hammond, Jennifer Corlett, Denise Giusti

- Rebecca Crown Skyped in for 2 hours on Wednesday, September 13
- Jared Power Skyped in to discuss the brochure
- Ellen Synakowski joined BOD meeting for Friday, September 15 to explore possible BOD membership

Business

September 13- 14

SOPC: Current status and future:

Based on feedback offered at Ghost Ranch, the Teachers Forum, and research on the documents of other organizations, a decision was made that several documents were needed to meet the needs of BCTA/NA.

Audiences identified that needed documents would include:

1. Governmental/ Regulatory Agencies
2. Teachers
3. Teacher Trainers
4. Teacher Assistants
5. Students
6. Practitioners
7. The Public (including prospective clients).

To meet the needs of these groups, we decided to gather, create, and/or revise all the documents that each group would need and to create a packet for each group.

It was decided that the first order of action would be to focus the orientation of the Standard of Practice (SOP) on meeting the needs of practitioners when defending their right to practice. This would be a document important to a number of groups but particularly to Governmental Regulatory Agencies. (Rebecca Crown participated via Skype in two hours of discussion regarding possible content of an SOP and documents.)

The second order of action would be to create an additional document describing BCST's core curriculum and the related practitioner competencies that would express

the minimum requirements in a Foundation training. This document would be called "Core Curriculum and Competencies:" (CCC)

A motion was made and passed that the committee name be retitled to the Standard of Practice and Core Curriculum/Competencies Committee (SPO/CCC) and their commission be redirected to complete two documents, the SOP and CCC Documents. Motion passed contingent on communication with remaining SOPC members.

September 15, 2016

SOP, CCC, Ethics, Packets: BOD members volunteered for various tasks involving these projects.

Conference Center: A discussion was had and a motion made and approved to accept Shambhala Center as the site for the 2020 BCTA/NA Conference.

Financial Report: Fred Snowden presented Financial Report (in above Annual Report). A discussion followed, BOD approved all revisions to the 2017 Budget

Brochure: Edits were discussed with Jared Power via Skype and the committee agreed to complete the project in the next few months.

Teacher Resource Folder and Copyrights: Agreed that professional consultation is needed.

Continuing Education and Advanced Studies Committee: BOD will hold space for addressing Advanced Studies and the possibility of an advanced practitioner title, but this committee is currently suspended and will be reviewed after more pressing needs are met (SOP, CCC, Etc.).

Continuing Education: Discussion about the professional importance of continuing education lead to the decision to add a CE requirement of 7 hours to RCST and Teachers' membership renewal requirements in May of 2019. Further discussion, explanation and roll-out of this requirement will continue.

Conference 2018 FB page and Dropbox: Mimi is tracking this process and will follow up.

Teacher Bio-Pages: Ellen volunteered to create a template. Mimi and Fred will contact Pedro.

Logo Use: Fred and Elizabeth will finalize the terms of use and execute member roll-out.

TAC Process: Elizabeth is revising the application process to be clearer.

Seeking feedback on meaningful member perks: Pam Hower will put out an e-blast asking for members' ideas and will identify the top 10 for the BOD's consideration.

Expansion of private teacher forum: Elizabeth will follow-up after completion of other BOD priorities (SOP, CCC and other document work).

Member Only Section on website: Fred and Pedro studying this option.

FB/Twitter Links: Fred will ask Pedro to add these links to every page on the website.