



2019 BCTA/NA
Annual
Membership
Report

Our Mission:

Through the practice, teaching, and sharing of biodynamic principles, we empower personal, relational and global well-being by encouraging awareness of the Inherent Health and Wholeness embodied in all.

May 31, 2019

Dear BCTA/NA Members,

We hope that you are enjoying a wonderful spring! We are very pleased to share with you our **2019 Annual Report** so you have a greater understanding of the current topics, issues, needs, and offerings of our Association. Here is a very high level summary of the year's most relevant accomplishments:

- This year we were pleased to add two new board members, Sid Hawkins and Lucie Mitchell. As an all-volunteer Board, we invite you to nominate yourself or a friend now to join the Board this year. Board nominations are welcome until July 31, 2019
- We have reorganized and clarified our Mission Statement including specifically mentioning Inherent Health.
- At the 2018 Conference, we identified four pillars defining the 2018 Board priorities: Growth, Outreach, Recognition and Community.
- We are pleased to report we have grown our membership by 100!
- Our main efforts this year have focused on putting in place our new membership platform and website. We are excited that this new platform supports us in our growth as an association and streamlines our administrative operations. We trust you will enjoy the new member benefits including your own member page.
- We are very proud of the success of our 2018 Breath of Life 20th Anniversary Conference. We look forward to having an even bigger turn out to our 2020 Conference in Estes Park, Colorado. As always, it is on the second weekend in September.
- We are pleased to have a newly formed stable of staff writers to offer you a richer and more diverse perspective on our field. We will also debut our new quarterly publication, The Tidepool designed to reach those outside of our field.
- In the financial realm, we are on solid ground, and we are so pleased that our conference came in the black for the 4th time in a row. More details below.

We invite you to read on for more in-depth discussion of each topic as well as the minutes from our 2018 Board of Directors (BOD) meeting. Please let us know if you have any questions. We deeply appreciate your ongoing membership!

Warm Regards,
Robyn Michele Jones, BCTA/NA President
and the BCTA/NA Board of Directors



BOARD OF DIRECTORS and BUSINESS MANAGEMENT TEAM

From left to right: Robyn Michele Jones, Ellen Synakowski, Pam Hower, Felicity Bensch, Sheryl Lee, Elizabeth Hammond (on phone), Jennifer Corlett, Mimi Iklé-Khalsa, Fred Snowden, Lucie Mitchell
(Missing: Jennifer Song, Sid Hawkins)

Current Board of Directors

President – Robyn Michele Jones
Secretary – Jennifer Corlett
Treasurer – Fred Snowden

Business Management Team – Fred Snowden, Sheryl Lee, Robyn Michele Jones, Mimi Iklé-Khalsa

Directors –	
Felicity Bensch	Global Outreach Chair
Jennifer Corlett	Secretary
Elizabeth Hammond	Teacher Approval Committee Liaison, Applications Chair, Social Media Chair, Ethics Board Liaison
Sid Hawkins	Research Chair
Robyn Michele Jones	President, Publications Liaison
Lucie Mitchell	JGRC Board Liaison
Jennifer Song	Membership Chair, Canadian Membership Sub-Committee Chair, 2020 Conference Chair
Ellen Synakowski	Historian, Publications Contributor

New BCTA/NA Business Management Team

As a member of BCTA/NA's new business team **Sheryl Lee** is using her experience in corporate America and nonprofits to create a new look and approach to the business and promotion of biodynamic craniosacral.

She has been a communications professional, a marketing consultant, and her last job was as an executive communications manager for a Fortune 500 company.



Sheryl completed foundation training with Robyn Michele Jones in 2014 and became a RCST the following year. She now has a home practice in San Jose while continuing her studies as an assistant in Jones' classes.

She is passionate about using her experience with business and the nonprofit sector to help BCTA/NA's forward momentum. "I'm interested in cross pollination between human values and business," she said.

Her ability to integrate business processes and values into an environment where people care about how they work together makes her a perfect member of the paid business team.



As a founding member of the BCTA/NA business team, **Fred Snowden** is charged with big and broad thoughts about the future of our organization.

He has been a RCST since 2007, joined the board of directors in 2011, and now serves as the Association's treasurer.

His long involvement with business, including earning an MBA focused on management information and decision support systems, helps him see facets of the Association's needs that many of us view in fuzzy focus.

Finding the best ways to connect as a community, growing membership, expanding member benefits, and developing simple expressions of our work to share with the public are some of the areas Fred tends to as he monitors the Association's financial health.

He spent 20 years as Treasurer and Chief Financial Officer of the Episcopal Diocese of Ohio where he was responsible for human resources, facilities, accounting and investments. And for more than a decade he has kept BCTA/NA's financials on track.

Fred became a licensed massage therapist in Ohio in 1994, then earned credentials as a registered polarity practitioner. He studied cranial sacral therapy and somato emotional release with the Upledger Institute before training in biodynamic craniosacral therapy.

For the past 11 years he has been in the classroom of his teacher, Gary Peterson, as a teaching assistant for Peterson's Cleveland trainings. And until 2016 he worked with pregnant moms and babies, children and adults, including those in hospice care.

Yet Fred's deepest contribution to our field emerged when he adapted biodynamic skills to work with traumatized animals while volunteering with an animal sanctuary.

"Now it's the animals that support my healing," he said.

Call for New Board Members



The Board is currently accepting Board of Director nominations for the coming year until July 31, 2019.

Please nominate yourself or a friend!

We can continue to provide and exceed the current standard of services with the help of our new volunteer members!

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

- Board members need to be available to participate in Board of Director conference calls on the second Wednesday of each month from 11:00 am to 1:00 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 in-person Board of Directors Meeting which is held each fall, normally in the first or second week in September.

Please contact Pam Hower at admin@craniosacraltherapy.org if you have any questions, would like more information, or would like to volunteer your services.

New BCTA/NA Board Members



Lucie Mitchell was first introduced to BCST when her son was born. She was completely blown away by the work of a therapist who came to her house, seeing her tiny baby unfurl his limbs and watching his whole system come into balance. She was drawn to BCST as it addresses the whole body - spiritual, mental, emotional, environmental and physical.

She is constantly challenged in her BCST practice, and that drives her to delve deeper into learning, reading, sharing with colleagues and developing herself. Helping people and being able to share the beauty of this work is what keeps her going further into BCST.

She was honored to say "yes" to joining the board. Being an active member of a whole community centered around this work is valuable. Being a board member is an opportunity to let her voice and ideas be heard - to help effect change and prominence for BCST in North America.

Lucie practices in New York City, in downtown Manhattan, and can be reached at: www.cranionyc.com, lucie@cranionyc.com, (646) 496-8951.

Sid Hawkins was drawn to BCST from the moment they felt the movement of the tides in their hands at a bodywork training. After that introduction they knew this was something they were meant to do.

What keeps Sid delving into the work is the amazing resiliency of humans, the perfection of the inherent treatment plan, and the magic that happens when we settle into resonance and mutual support with one another.

Sid decided to become a board member because they felt ready to contribute to the field in a new way, They are interested in bringing more inclusive language and intersectional analysis into the world of BCST.

Sid lives in Vancouver, BC, Canada and can be reached at: www.sidhawkins.com and sidhawkinsrmt@gmail.com.



Current Committees

Business Management Team

Robyn Michele Jones®
Fred Snowden, RCST®
Sheryl Lee, RCST®
Mimi Iklé-Khalsa, RCST®

BCTA/NA Committees

Applications Committee

Sub-Committees RCST® Non-Normative and Teacher Approval Chair

Elizabeth Hammond, RCST®

Conference Committee Chair

Jennifer Song, RCST®

Ethics Chair

Heather Lambe Fitzgerald, RCST®

Board Liaison - Elizabeth Hammond, RCST®

Finance Chair

Fred Snowden, RCST®

Global Outreach Chair

Felicity Bensch, RCST®

Judicial & Governmental Review Chair

Edwin Nothnagel, RCST®

Board Liaison - Lucie Mitchell, RCST®

Membership Chair, Sub-Committee Canadian Membership Chair

Jennifer Song, RCST®

Publications Chair

Mimi Iklé-Khalsa, RCST®

Board Liaison - Robyn Michele Jones, RCST®

Research Chair

Sid Hawkins, RCST®

Social Media Chair

Elizabeth Hammond, RCST®

Website Development Co-Chairs

Fred Snowden, RCST®

Sheryl Lee, RCST®

Writing/Editing Co-Chairs

Elizabeth Hammond, RCST®

Robyn Michele Jones, RCST®

The following Committees are in need of support:

- 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.
- The **Finance committee** is seeking a **new Chair/Treasurer** to be trained and mentored. Please inquire if you have expertise in finance.
- The **Publications Committee** is seeking regular contributors and a **new Chair** for the Publications committee.

Contact Pam Hower at admin@craniosacraltherapy.org or 239-206-6078 to inquire about these service opportunities.

Board Meeting Report – Board Priorities



The Board of Directors met in September, 2018, before the BCTA/NA Breath of Life Conference at Pearlstone Retreat Center in Reisterstown, Maryland. New BCTA/NA President, Robyn Michele Jones, started the meeting with a vote to approve our Business Management Team, Frederick Snowden and Sheryl Lee (Later former president Mimi Iklé-Khalsa was invited to the committee).

Initiatives to be introduced in 2019 are a new website, an automated membership renewal system, additional membership categories, and innovative recruitment and training.

The Board of Directors then got to work and updated our **Mission Statement:**

Through the practice, teaching, and sharing of biodynamic principles, we empower personal, relational and global well-being by encouraging awareness of the Inherent Health and Wholeness embodied in all.

For the next few days the Board sat in a room full of flip charts and brainstorming goals. The overall vision resulted in a common intention to have BCST recognized widely by the public. We will work toward increasing public awareness of BCST in general while instilling the idea that our work can be a healthcare choice. The long-range goal is for BCST to contribute significantly to a paradigm shift where the fulcrum in the healthcare rests on health rather than dis-ease.

We will start by looking at four areas: growth, recognition, community and outreach. In the next few months initial steps will be identified.

Discussion also turned to ways to better engage our members, self-care renewal requirements, research projects, recording our history, advanced educational opportunities for our members, and global networking.

Eager to engage conference goers with these ideas, circle discussions at the general meetings and conversation around lunch tables burst with contributions about interest in participating in committees, widening the Board's visioning and added thoughts on how to move forward.

Following the conference, BCTA/NA teachers met to discuss the conference, new ideas that had been introduced, and ways for members, teachers and the Board to work together.

Membership

Membership January 1, 2018

2 Allied Members
452 RCST's
66 Students
42 Approved Teachers

Our Current Membership

8 Allied Members
500 RCST's
102 Students
46 Approved Teachers

We were very excited to introduce you to our new website and membership portal. If you have not yet renewed, please visit the website's **Member Orientation Page**, <https://bcta.memberclicks.net/member-orientation> for instructions.

Create a password, which will allow you to log into the system to renew your membership and access all our new pages and resources.

The new website has a visitor's page and member home pages according to membership type. When you log in, you will be taken to **your member home page, where you can update your information at any time. RCSTs and Teachers can also add a bio and photo.** You will also find links to conference videos, Cranial Wave publications, the logo library and association brochures, renewal format, and more.

Be sure to browse the site's Resources page to find lists of suggested books, videos and articles that you may find interesting and helpful.

We encourage you to visit the new website regularly, as we will continue adding new resources as they become available.



Membership Benefits

- Biennial 'Breath of Life' conferences, held in even numbered years, are a gem for our community. Here, you learn from the leaders in our field and connect with and exchange ideas with RCSTs from all over the country.
- The Cranial Wave is published annually and is offered to RCSTs and Approved Teachers in a printed version or an emailed PDF. Students and Allied members will receive an emailed PDF version.
- The BCTA/NA E-Newsletter is published on the first of each month and contains articles of interest in the BCST field and internal organizational happenings and changes, connecting you to our larger community.
- All RCSTs and Approved Teachers are listed on our website by location and last name. We have an interactive map and search criteria for easy interface with prospective clients.
- We have an interactive Facebook site, where anyone can go to find good information and post things that would be interesting to the community.
- We offer brochure templates for your use and have association logos available on our website.

[Website Course Listings](#)

Currently, all active BCTA/NA Approved Teachers 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 Twitter pages.

[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.

[Standards of Practice, Code of Ethics and Core Curriculum and Competencies](#)

These documents are available through links on the About tab of our website. We encourage you to read through these documents.



[2019 Cranial Wave Publications](#)

The 2019 edition of the Cranial Wave will be published and sent to you at the end of December 2019. If you would like to submit an article for consideration, please contact the Promotions, Communications and Publications Committee at wave@craniosacraltherapy.org by July 1, 2019. **The 2019 theme is Dynamic Stillness & Groundswell**

[BCTA/NA e-Newsletter - The Tide](#)

The BCTA/NA monthly e-Newsletter, *The Tide*, 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 admin@craniosacraltherapy.org

[New BCTA/NA Quarterly e-Newsletter - The Tidepool](#)

Our New quarterly e-Newsletter is designed to educate the public about BCST. Please send articles to help spread the word about our amazing work.

The Promotions, Communications and Publications Committee is looking for regular contributors to offer articles, upcoming events, poems and stories, please send to news@craniosacraltherapy.org

2018 Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations Meeting Summary

Lucie Mitchell & Edwin Nothnagel, JGRC Liaison and Chair for the BCTA/NA, attended the 2019 Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations (FedMBS) member meeting on March 29th & 30th, 2019, in Austin, Texas. The FedMBS is a vehicle for communication between organizations and meets in-person once per year as well as teleconferences every four to six weeks. There are no bylaws, no Board of Directors, no phone number.

The FedMBS JGRC is like a standing committee that communicates about states, themes and legislative issues. Members are committed not to undermine other member organizations. Each organization works independently and takes responsibility for their positions. Mutual respect and openness are required to be able to work together.

Here are some points of interest from the meeting:

- One of our FedMBS colleagues, AMTA, has many online forums for its members which require monitoring. This has promoted communication between AMTA, its members and the public. The new BCTA/NA website has the capability for an online forum and is being considered.
- There was also discussion about protection of client data being under the purview of HIPPA and the FTC. If you collect more than six pieces of information about your client, you must protect the privacy of the client's data with a locked file cabinet. GDPR- global data protection is an option.
- Several FedMBS member organizations hold Zoom meetings with members regularly. Also used are Webinars, which are successful and cheap, and can spill into study groups and workshops.
- The Rolf Institute does not hold conferences but instead adds a workshop to their annual board meeting and calls it a "retreat".
- To the question "how do your members benefit from your associations?" The answer was resoundingly "the value of the trademark", which is important. The issue of "testimonials vs claims" response was clients can say anything. Testimonials must reference the work (BCST) not the practitioners. "May" is a good safe word and any claims must be research based.
- Massage therapy licensing has been growing, which affects any of us who come under that umbrella in states that may not understand the difference between professions. The challenge is to avoid being caught in regulation intended for massage therapy. In the FedMBS legislative packet is a kind of model practice act with exemption language. In a lot of states the language is included in regulation to exempt our professions. In some states all professions are regulated under the massage board.

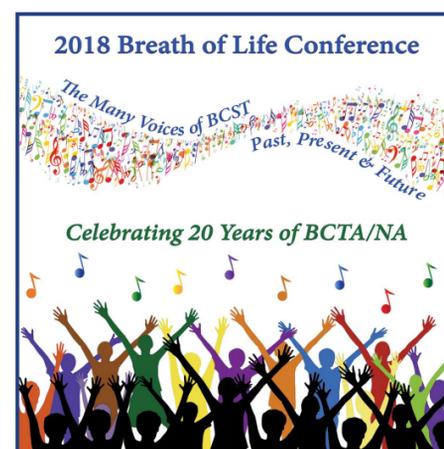
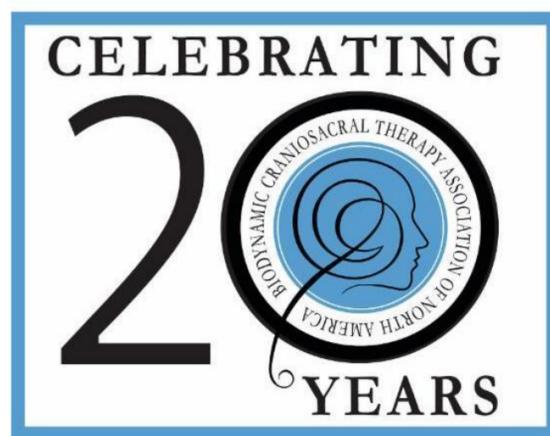
Massage boards are getting pressured to take on law enforcement duties in light of prostitution and human trafficking. Some boards are in line; some aren't. Politically this is out there. Positions we've worked on for years are not secure; exemptions are being seen as loopholes. We have seen bodywork and massage terms confused with each other, and in other states they are synonymous. Massachusetts and Georgia continue to be hot areas for legislation.

The FedMBS JGRC has come to the consensus that exemption language is a less effective strategy these days in light of human trafficking. Most importantly, do we want to join the exemption conversation with some of our Federation members to find out the steps to getting BCST licensed?

If you have any questions about the issues discussed at the meeting or have an interest in becoming involved in supporting your right to practice, please contact Edwin or Lucie for more information. Also check out the BCTA/NA JGRC section on the new BCTA/NA website.

Edwin Nothnagel, Chair, BCTA/NA JGRC, ednothnagel@gmail.com
Lucie Mitchell, Director, JGRC Board Liaison, lucie@cranionyc.com

BCTA/NA 2018 Breath of Life Conference



The BCTA/NA 20th Anniversary Celebration and Breath of Life Conference took place on September 5 - 9, 2018, at Pearlstone Retreat Center in Reisterstown, Maryland.

Sixty-five registrants attended seminars, participated in movement sessions and exchange time, and gathered indoors on our rainy last evening for impromptu dancing, drumming and singing.

In celebration of our 20th Anniversary, a timeline was created, highlighting our members, our teachers, and our accomplishments. Registrants took time to view the timeline and write down their thoughts about important events.

We were very honored to present the following awards:

Lifetime Achievement Award - Franklyn Sills

Super Service Award - John Chitty, Ryan Hallford, Elizabeth Hammond, Robyn Michele Jones, Mary Louise Muller and Christopher Muller

Certificates of Appreciation - Rebekah Crown, Denise Giusti, Mimi Iklé-Khalsa, Edwin Nothnagel, Gary Peterson, Cherionna Menzam - Sills, Fred Snowden and Ged Sumner



Timeline display at our 2018 BOL Conference



Thank you to everyone who attended the conference, and a special thank you to all the teachers who attended the teacher's meeting. Your participation and input are greatly appreciated.

See you in Estes Park, Colorado, in September 2020!

Teachers from Left to Right Back Row: Christopher Muller, Jennifer Corlett, Mary Louise Muller, Myrna Martin, Roger Gilchrist, Mimi Iklé-Khalsa, Robyn Michele Jones
Front Row: Margaret Rosenau, Lorna Richman, John Chitty



artwork courtesy of Laural Wauters
www.mandalachakra.com

The Midline

Save the Date for our [BCTA/NA 2020 Breath of Life Conference](#)

We are excited to invite you to the **BCTA/NA 2020 Breath of Life Conference** being held at **the YMCA of the Rockies, Estes Park, Colorado**. We plan to make it the most welcoming, nourishing, and inspiring conference yet. We will keep you posted with updates throughout the year.

Please mark your calendar for **September 10th through September 13th, 2020**. **Our Welcome will begin at 7:00 pm** on Thursday evening. The Board/Teacher's meeting will take place on Wednesday, September 9th from 3:00 pm to 9:00 pm, including dinner. Additional time can be set aside on Thursday morning, September 10th, if a Teachers only meeting is requested.

Estes Park is a wonderful vacation destination to invite your friends and family to join you before or after the conference.

Visit them at: <https://ymcarockies.org/>

Please save the date for these future conferences. Location yet to be determined.

- **September 8 – 11, 2022**
- **September 12 – 15, 2024**

FINANCES

Financial Report 2018

Statement of Financial Position

For the year ending December 31, 2018, our net assets (reserves) totaled \$77,291.67 with a bank balance of \$78,932.17. This reserve is necessary to:

- Cover the potential contract liability to the YMCA of the Rockies should it be necessary to cancel the 2020 BOL conference at the last minute.
- Pay operating expenses during the 8 months from July through February of the next budget year while membership payments are below current expenses. Seventy-four percent 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.

Overview

As the organization grew the Board realized that volunteers could not be expected to work the required hours and were not always available with the skill set required. Without the financial capacity to support paid staff, the Board made the decision to contract for the services and hours required to meet the fluctuating workload. We currently rely on seven each with a different skill set: administration (phone, correspondence, member questions and records), finance (accounting, banking credit card processing and budgeting), Cranial Wave (editing and layout), videography, website design and management consulting (program planning and implementation).

In 2018 contractor expense totaled 62% of our total expenses. Recognizing that 80% of that total increases with the number of members and member transactions, the Board made a decision at its September meeting to implement association management software which would automate many of those tasks and permit additional growth with little to no increase in these expenditures. Even with anticipated growth the cost of member services are projected to decrease as we move forward and more than offset the cost of software, website and support by the end of 2019.

The \$4,850 deficit in 2018 resulted from the annual cost of the software subscription paid in September. The Board also approved additional consulting hours for implementation which would extend into 2019.

Statement of Activity Summary

The following summary shows the change in receipts and expenditures over the past four years, two of those being conference years.

Note: Any member wishing more detail may request from the membership office a full copy of the 2018 financial statement.

	<u>2015 Actual</u>	<u>2016 Actual</u>	<u>2017 Actual</u>	<u>2018 Actual</u>
<u>Receipts</u>				
Total Membership Fees	\$56,450.00	\$58,155.00	\$66,345.00	\$72,180.12
Total Conference Fees	\$0.00	\$45,476.50	\$90.00	\$58,659.68
Class Promotion Fees	\$950.00	\$750.00	\$450.00	\$1,375.00
Access to Conference Videos	\$245.00	\$20.00	\$3,270.00	\$2,425.00
Scholarship Contributions	\$10.00	\$1,733.06	\$225.00	\$894.25
Total Receipts	\$57,655.00	\$106,134.56	\$70,380.00	\$135,534.05
<i>Without Conference</i>	<i>\$57,655.00</i>	<i>\$60,658.06</i>	<i>\$70,290.00</i>	<i>\$76,874.37</i>
<u>Disbursements</u>				
Membership Processing	\$6,794.25	\$11,770.50	\$13,498.75	\$10,106.60
Mailing Expenses	\$2,179.01	\$1,537.21	\$858.84	\$923.62
Website Expenses	\$693.95	\$6,126.73	\$8,177.98	\$16,210.42
Video Expenses	\$237.24	\$4,678.18	\$579.00	\$4,441.24
Publications Expenses	\$6,593.29	\$6,125.54	\$6,253.48	\$7,092.72
Total Conference Expenses	\$0.00	\$41,253.08	\$657.99	\$53,353.21
BOD & Teacher Planning Meetings	\$8,608.96	\$20,577.57	\$8,135.42	\$16,101.77
Financial Management	\$8,823.51	\$12,831.14	\$9,911.63	\$16,936.50
Office Expenses	\$1,685.75	\$1,322.00	\$1,306.23	\$1,229.49
Other Board Expenses	\$2,902.17	\$3,278.78	\$2,005.53	\$13,989.37
Total Expense	\$40,318.63	\$110,700.15	\$51,384.85	\$140,384.94
<i>Total Expense Without Conference</i>	<i>40,318.63</i>	<i>69,447.07</i>	<i>50,726.86</i>	<i>87,031.73</i>
Change in Net Assets	\$17,336.37	-\$4,565.59	\$18,995.15	-\$4,850.89

Receipts

In this conference year 53% of our receipts (\$72,180) came from membership fees and 43% (\$58,660) from conference fees. Of that \$72,180, 72% is from RCST® renewals. This includes an increase of \$5,270 over the 2017 level resulting from membership growth and retention. Over the same period we experienced a slight decline Approved Teacher application and renewal fees. Without increasing our fees, membership receipts rose by 8.9%.

The 2018 BOL Conference fees contributed \$58,139 toward expenses. Including all other revenue sources, receipts in 2018 totaled \$135,534.

Disbursements

All of the expenses except for the conference are reported in the General Operating Fund.

For the purpose of understanding the composition of those expenses I will report the components total by amount and as a percentage of that total \$87,032.

Even with the increase in membership, the administrative expense of the membership office was reduced to \$11,030 which is 12.7% of the total.

Website expenditures increased significantly with inclusion of the \$5,843 annual subscription for the association management software and new website. When spread over the 12 months the cost is \$487/ month. In addition the board approved a one-time budget of \$4,098 to cover the work hours of the four persons assigned the task of set up and implementation. As indicated above it is anticipated that these costs will be offset by savings resulting from the efficiencies provided.

Expenses for editing and distribution of the conference videos totaled \$4,441 (5.1% of the total).

Publications Expense includes the production and distribution of the E-Newsletter, E-Blasts promoting member training events and production and mailing of the annual Cranial Wave for a total of \$7,091 (8.1% of the total)

The cost for the annual in person board meeting followed by the biennial teacher meeting held in conjunction with the BOL conference totaled \$16,102 (18.5% of the total).

Financial Management expenses includes credit card processing expenses \$3,492, accounting services \$11,954, bank fees and filing IRS and state reports, totaling \$16,936 (19.5%of the total).

Other Board Expenses totaled \$13,989 (16.1% of the total) and included participation in the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations, representation at the European Conference, promotion of BCTA at the AMTA convention, and various board assignments including the Business Management Team.

**Thank you so much
for taking the time
to read our
2019 Annual Report!**