

2020 Annual Membership Report



Table of Contents

3	Letter from the President
4	Recognition
4	Our Membership
5	Membership Resources
6	Raising Awareness
7	Global Outreach
7	Our Right to Practice
8	Opportunities to Get Involved
9	Financial Report
10	Board of Directors
11	Committees

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.



Letter From Our President

Dear Fellow Members,

Even as we navigate unknown waters with the effects of Covid19, we want to welcome you to our 2020 Annual Report which tells about the happenings in our Association over the last year. We have been busy! We welcome you to look over the following pages to be informed about and be inspired by what our fellowship has accomplished.

What feels most potent to me is that at our Board & Business Team Retreat last September we landed in the theme of "Lifting Each Other Up". This is the guiding midline of our decisions and actions with our focus being on increasing benefits for our members.

Last Spring, after a year of research and implementation, our new membership platform was up and running. This platform streamlines our financial and administrative work, and will also support a larger membership with many benefits, including the capability for an expanded member referral and geographical search function, which we continue to work on improving. This new platform is helping us grow and evolve our online educational interface with the public, our monthly newsletter and communications, webinars, and other helpful member resources.

Over the years that Fred Snowden has been our treasurer, he has led us with sound financial acumen. In the financial report, you will see that we have built a general fund that can support us throughout the year even as our membership renewals just happen in the Spring. This fund also serves as an insurance policy for unforeseen contingencies (such as a conference being cancelled or a lawsuit). Last year, and in this year's budget, we are using a small portion of the fund to augment getting our new membership platform and all its benefits up and running. And if necessary, it will also supplement the budget due to shortfalls in member renewals due to Covid19.

As you look through the report, we invite you to enjoy seeing what our association has been doing to support you, your business, and your right to practice.

Wishing you well in these changing times,
Robyn Michele Jones

Recognition

Lifetime Achievement Award

John & Anna Chitty

Ethics Committee Certificates of Appreciation

to Heather Lambe-Fitzgerald, Chair since 2015, and
Committee members
Joyce Harader and Ona Matulic

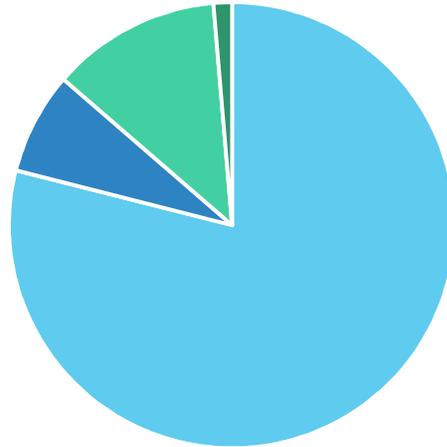
Mimi Ikle-Khalsa

Gratitude for years of dedicated service on the
Board of Directors and Business Team.



Membership

Starting with just a handful of original members in 1998, The BCTA/NA has grown to almost 600 members. We offer a number of unique benefits to keep our membership growing.



■ 469 RCSTs ■ 44 Teachers ■ 73 Students ■ 9 Allied

6 New Teachers Approved in 2019!



Patti
Bosomworth



Prue
Jeffries



Marianne
D'Amore



Nancy
Siegel



Ryan
Hallford



Mary
Ganzon

Membership Resources

Member-Only Home Pages

In 2019 we launched a new online membership management system, enabling more effective management of member renewals, RCST applications, event registrations. This new system also allows us to offer new resources and tools to members on member-specific home pages.

Find these resources and more on your **Member Home page**:

- Direct access to your member profile and for real-time updating.
- Ability to add your photo and bio to your Practitioner Directory listing (RCST and Teacher members).
- Promotional tools, including an informational BCST flyer.
- Past issues of the Conference videos and the Cranial Wave publication.

Publications

Our Publications Committee continues to send your monthly newsletter, The Tide, featuring articles and information on Association activities. In 2019, they launched The Tidepool, a new quarterly newsletter for prospective members. They also published the Cranial Wave, our annual professional journal, featuring articles written by members. This year it was a privilege to create a special Cranial Wave Commemorative edition honoring Mike Boxhall and John Chitty, two beloved teachers who contributed so much to our field.

New! Webinar Offerings

In October 2019, we launched the first of **a series of new webinar offerings** with “Building Your BCST Business,” a book study class. In 2020, we are planning to host a HeartMath class, mentoring sessions, and other online programs that will provide professional development and continuing education for our members.

Visit www.craniosacraltherapy.org and log in as a member to check out the resources available to you!

Member Home Pages

Publications

Webinars

Raising Awareness: Feel the Calm!

We launched a new website in March 2019 with valuable information for both members and the general public:

- Feel the Calm meditations providing an instant experience of craniosacral biodynamics.
- An expanded Practitioner Search function making it easy for clients to find a practitioner by geographic location.
- Listings of Introductory, Foundation and Advanced courses, plus courses related to BCST.
- Introductory videos from renowned BCST teachers.

For the second year in a row, the BCTA/NA hosted a booth at the **AMTA National Convention**. We met with over 2,000 individuals, gave complimentary sessions and signed up just over 160 new Allied members.

Annual International Craniosacral Awareness Week, in conjunction with the CSTA, our sister association in the UK, took place in October 2019, offering a great opportunity to showcase BCST in various communities. Several of our members offered complimentary mini-sessions, hosted introductory talks at their local library or yoga studio, and wrote blog posts about the benefits of BCST.

Global Outreach

The BCTA/NA is reaching out to organizations in other countries to exchange information on how we can help the world better understand biodynamic craniosacral therapy. Activities in the past year include:

- Engagement with the **Craniosacral Therapy Association (CSTA)** in the UK to discuss public awareness of craniosacral therapy (CST), supervision of new practitioners, and research about the efficacy of CST.
- Representation at the **European Craniosacral Association Network (ESCAN)** conference in Sweden in June where representatives from 35 countries discussed how to get governmental health insurance to pay for craniosacral therapy sessions, how to start an organization for new country members, and sharing of best practices.
- Sharing of our new website and our Code of Ethics, and encouragement of visits to the U.S.

New
Website

AMTA
Convention

Awareness
Week



Felicity Bensch
Global Outreach Chair
felicitybensch@gmail.com

Our Right to Practice

The BCTA/NA Judicial and Governmental Review Committee (JGRC)

continues to help advocate for your right to practice by communicating national and local issues that impact our members. The Committee wants to empower our members around their right to practice by increasing the number of eyes and ears on legislative and regulatory issues, and further educating the public about the benefits of BCST.

Recent accomplishments include:

- Initiated creation of a database that includes each state's requirements for practicing BCST and contact information for legislators and regulators. They have begun highlighting this information on one state in each Tide newsletter (states listed to date: CA, CO, NY).
- Provided members with a letter writing guide and key talking points around an issue impacting their right to practice.
- Enrolled members from CA, CO, MA, NY, and WY to track legislative and regulatory issues that impact their right to practice and alert the JGRC of any new issues.
- Participated in the 2019 annual meeting of the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations (Fed MBS), that included discussion on the impact of human trafficking on our right to practice, strategies for dealing with regulators and legislators, and common organizational issues.
- The Committee now has a working relationship with a BCST student who is an attorney with a focus on right to practice issues, and provides editorial advice on documents and communications with legislators and regulators.

We encourage you to become more involved in state and local legislation and regulations by contacting your lawmakers and regulators. For more information on the JGRC activities contact:



JGRC Co-Chairs

Lucie Mitchell

lucie@cranionyc.com

Edwin Nothnagel

ednothnagel@gmail.com

Opportunities to Get Involved

VOLUNTEER

Many of our committees could use help. We are always looking for volunteers to help with planning, event staffing and other projects.

WRITE

The Publications Committee is looking for writers and editors to help with the monthly newsletter, The Tide, and the quarterly Tidepool publications.

We are also looking for **Cranial Wave articles**. Our theme this year is Riding the Waves of Change: Anchored in Inherent Health. Please submit your articles to be included in this yearly publication.

For more information, contact Pam Hower at admin@craniosacraltherapy.org

DONATE

The **Edwin Nothnagel Scholarship Fund** to provide Conference scholarships is expanding to include monies to support member renewal for those experiencing financial hardship, and educational programs for our members.

We invite each member to contribute to this fund. https://bcta.memberclicks.net/index.php?option=com_mcform&view=ngforms&id=2015130#/

BECOME A BOARD MEMBER

The BCTA/NA Board of Directors will be looking for **new Board members at the end of 2020**. This is a great way to get involved with the association and help bring our work into the community.

Attend the biennial BCTA/NA Breath of Life Conference! In 2021 our conference will be held in September at the YMCA of the Rockies in Estes Park, Colorado. Our speakers are very diverse and will educate and inspire you. Each presentation qualifies for NCBTMB CE units.

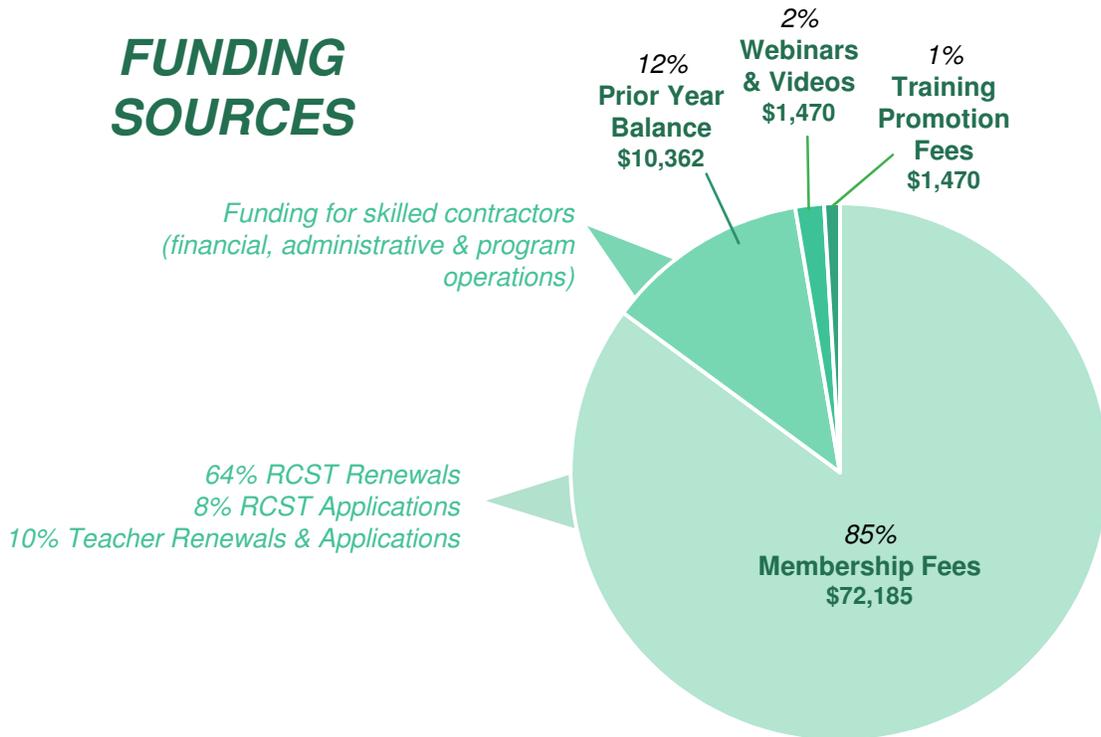
Anyone is welcome to attend. Visit www.craniosacraltherapy.org for more information.



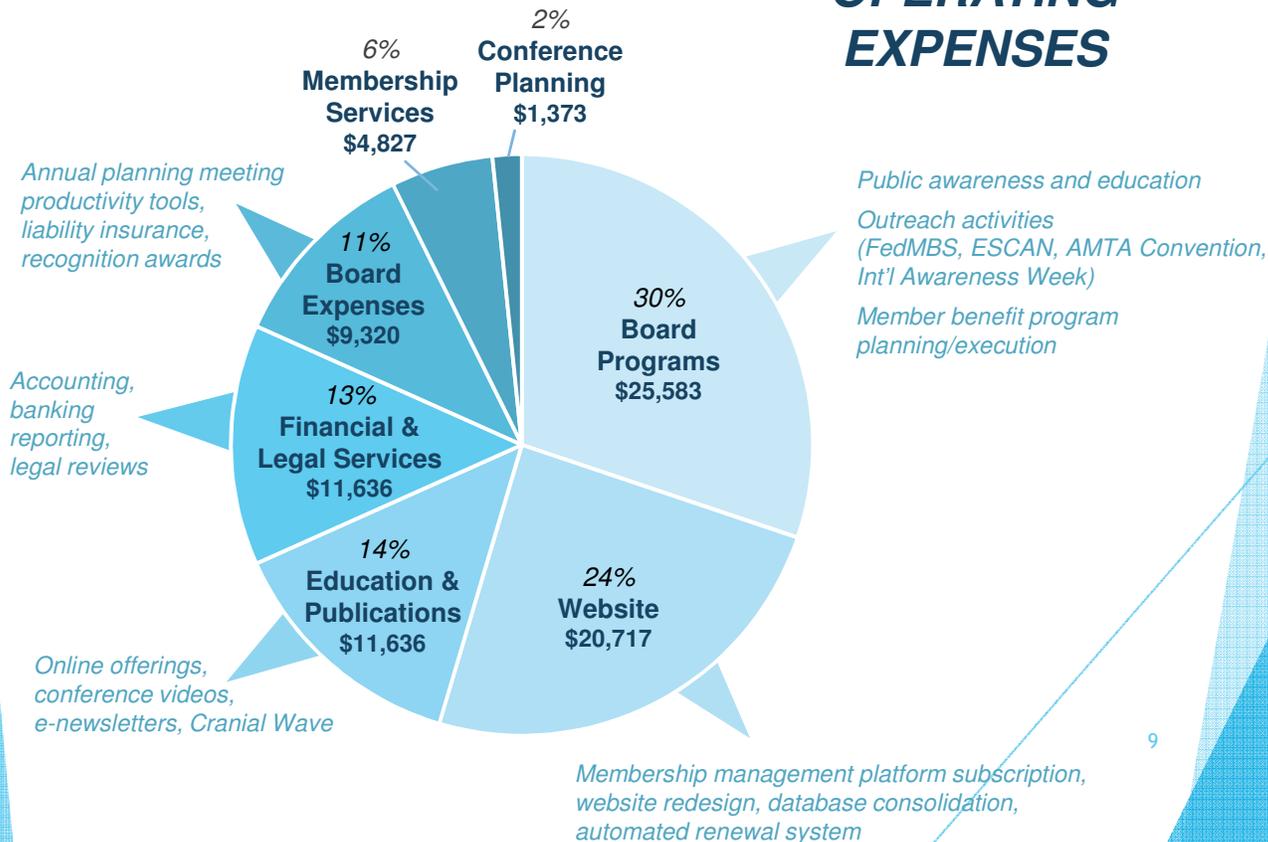
Financial Report

for the year ending December 31, 2019

FUNDING SOURCES



OPERATING EXPENSES



Our 2019 Board of Directors

Robyn Michele Jones, RCST® – President/Teacher
Sid Hawkins – Vice President, RCST®
Fred Snowden, RCST® – Treasurer
Dee Powers, RCST® – Secretary

Felicity Bensch, RCST® – Director
Gayle Buchner, RCST® – Director
Elizabeth Hammond, RCST® – Director/Teacher
Lucie Mitchell, RCST® – Director
Jennifer Song, RCST® – Director
Ellen Synakowski, RCST® – Director



September 2019 Board & Business Team Retreat
Left to Right – Pam Hower, Sid Hawkins, Robyn Michele Jones, Elizabeth Hammond, Sheryl Lee, Ellen Synakowski, Jennifer Song, Fred Snowden, Lucie Mitchell.
Absent: Felicity Bensch, Dee Powers, Gayle Buchner

Our Business Operations Team

Sid Hawkins
Pam Hower
Robyn Michele Jones
Sheryl Lee
Fred Snowden

Meet our newest Board Members:



Dee Powers, RCST®, grew up in the Bronx and now lives in Canaan, Maine. Her clients are typically human but she also works with a few animal rescue centers.



Gayle Buchner, RCST®, practices BCST out of her home in Ballican, British Columbia. She was a special education teacher for 40 years and continues to work with autistic children

Our Strategic Direction

At the 2019 Board & Business Team planning retreat we identified four focus areas to support the theme “Lifting Each Other Up.”

GROWTH: Grow the membership base across member types, with a focus on increasing member benefits.

RECOGNITION: Build respect for BCST as a valid approach to health and wellbeing. Increase public awareness of BCST.

COMMUNITY: Expand collaboration and community across BCTA membership.

OUTREACH: Develop alliances with other communities and craniosacral organizations to share best practices and collaborate on advancing BCST.

Committees

Applications Committee

Sub-Committees RCST® Non Normative and Teacher Approval

Chair – Elizabeth Hammond, RCST®

Conference Committee

Chair – Jennifer Song, RCST®

Ethics Committee

Chair – Sid Hawkins, RCST®

Finance Committee

Chair - Fred Snowden, RCST®

Global Outreach Committee

Chair – Felicity Bensch, RCST®

Judicial & Governmental Review Committee

Chair – Edwin Nothnagel, RCST®

Board Liaison – Lucie Mitchell, RCST®

Member Relations

Sub Committee Canadian Membership

Chair – Jennifer Song, RCST®

Publication Committee

Chair – Gayle Buchner, RCST®

Social Media – Elizabeth Hammond, RCST®

Website Development – Fred Snowden, RCST® , Sheryl Lee, RCST®

The Biodynamic Craniosacral Therapy Association
of North America

admin@craniosacraltherapy.org

