

NEW PRESIDENT'S REPORT

I have spent the past year as President-elect learning my new job from the masters that preceded me. My time on the executive committee has broadened my knowledge and understanding of the problems, successes, and potentials for ISSTD's future. So it is with an awesome sense of responsibility that I stepped into my new role. I would also like to state my appreciation for the support that the staff at AMG has provided. Especially, I want to acknowledge the help and support of Therese Clemens and Jennifer Randall. I believe we have a management company that provides us with professional knowledge and expertise that will help us grow.

As a result of Paul's work last year, ISSTD developed a three-year program that has been the guiding the Executive Committee and the Board's mission and activities for the year. I see it is my responsibility to continue to guide the activities of the EC and our committees to implement this three-year plan. I want to ask the directors of ISSTD to continue to review this plan and help direct the activities of the EC in fulfilling these objectives.

I also want to ask that we form a subcommittee of the board chaired by the President-elect to review our three-year plan, with input from all the board members as well as any other input they deem relevant, and develop a plan for a revision and development of another three-year plan in 2012. I believe that strategic planning is going to be essential for the future of ISSTD. The task of the subcommittee would be to organize our strategic thinking and be ready to present this to the Executive Board in 2012. **I see this subcommittee of the Board as significant in changing how the Board and the EC relate to each other.**

I believe there is a zeitgeist in the scientific study of complex trauma and PTSD that places ISSTD in a strategic position to influence the scientific community and to grow our organization. The understanding of dissociation is getting out there and we are the experts. Because of the memory wars, we have often had to take a defensive position. I believe that time has passed. The amount of news about clergy abuse, human trafficking, child abuse, and combat PTSD, has raised public consciousness about trauma. We are a wise, experienced, and credible organization; I believe we need to be able to act like we are. For the naysayers, conspiracy theorists, and the doubters there is ample evidence in the scientific literature to validate our positions.

We need to inflame the passions of our members by appealing to them to support and be involved in the activities of ISSTD. We need to invite them to remember our motto, **“Trauma and Dissociation, IT HEALS HERE”**. We need to tell them, **“Here is the place to do something about it”**. This also requires we pay more attention to our membership and inform them of the services we provide. We should also provide more recognition for the volunteer services are members provide.

As has been true for the past few years, our biggest obstacle is our own financial situation. Last year Paul pointed to three choices: (1) increase membership, (2) increase conference revenue, and (3) find new sources of revenue. Those remain most important, but I would add a fourth, Grant Money. One of our financial accomplishments this past year was the ability to meet our monthly bills and pay AMG on time. To continue this behavior the **most important goal for this next year is to increase our cash flow year-round**. Thomas has shown us our cash flow is cyclical. We get a lot of money when members signs up and when we have a great conference. Conferences are a gamble. They require extensive planning, utilizing a lot of staff time, volunteer time, and guaranteeing hotels a certain amount of revenue. If some natural or other kind of disaster happens, we are then in serious financial problems. After the conference, we go into lean times with only sporadic inflow of cash. This year we got online early for registration for the Fall Conference; this helped our cash flow immensely. To keep us financially stable in the future, ISSTD needs to have products to sell year round that will accomplish two objectives, **the most important one revenue year round**. The second would be to do this in a way that furthers our mission and enhances ISSTD's public presence.

2010-2011 OBJECTIVES

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CONFERENCE AND REGIONAL SEMINARS

- **START EARLY** we need to open registration as early as possible both to promote cash flow and to increase our registration.
- **ADEQUATE PROMOTION**, in addition to starting early we need to bring in noted speakers who will draw crowds and appeal to a larger population of psychotherapists than just trauma specialists.

- CONFERENCE COMMITTEE, our use of a local conference committee in conjunction with the ISSTD Annual Conference Committee has been very successful. I think that the organization of our conference committees needs to be reviewed and restructured. We need to separate the scientific component of the conference committee's work from the overall conference development. There needs to be a focus on the scientific goals and educational goals in a way that promotes the growth of our conferences and greater recognition of the work of ISSTD. The local planning of our conferences is best managed with local people.
- WEBINARS can be restarted with the existing materials we have by quickly doing the paperwork to make them eligible for continuing education credit. We can then put these webinars online and market them heavily and generate some revenue.
- ONLINE CONTINUING EDUCATION, we can pool the efforts of some of our faculty and noted members and ask them to create one continuing education course for online consumption. The topics of these continuing education courses need to be made relevant to the current needs of the professional communities. Online education is here to stay we need to be a part of it.
- REGIONAL SEMINARS can be developed to meet local needs. We need to ask several of our senior clinicians and past presidents to volunteer their services and promote one Regional Seminar in their area. These do not need to be large events with large costs. Rather they should be held in locations with little or no cost and priced at a competitive rate

DISSOCIATIVE DISORDER PSYCHOTHERAPY TRAINING PROGRAM –DDPTP

- If you try to say this three times fast, you'll find one reason we need to change the name of the program. We need a name change.
- The name change should re-conceptualize what this program can become. ISSTD is already in the business of education. I think we need to upgrade our thinking about DDPTP. I see this arm of ISSTD as a Postgraduate Institute. As funds become available we need to develop broader range of courses that meet

more needs. I think the name change needs to reflect this status and course correction.

- I am also urging that we conceptualize ISSTD's education mission to encompass all of our educational activities. We need to be prepared to extend continuing education credit to all our activities including the JTD. Most of our membership needs continuing education credits, we need to provide it.
- The registration and management of these courses needs to be brought over to our management company. AMG's management can reduce costs and increase revenue.

PUBLICATIONS

- Continue to promote Journal of Trauma and Dissociation through Taylor and Francis to institutions and other related trade shows.
- Promote and market the newly approved Adult Guidelines that are now available. This will promote some revenue but equally important, promote the image of ISSTD.

VIDEOS

- We have an excellent Child and Adolescent DVD. Coordinate this with the child and adolescent committee to work from January to March marketing this video nationwide. Let's get ready to sell our DVD during National Child Abuse Prevention Month. Study the possibility of reworking this DVD into an online continuing education course.
- We also need to promote the Understanding Dissociation DVD that we have. This can be done through our regional seminars and e-mail marketing. This video can also be reworked as an online continuing education seminar.

CERTIFICATION PROGRAM

- Last year a Certification Program was put on our agenda and it has been discussed at Board meetings. Certification programs are being developed throughout the country. There already exist several programs that certify people in the treatment of trauma. None of these groups have our expertise or our history. We need to step up the pace of getting this done. We have identified our Core Areas of Learning. Now we need to establish a

certification program that recognizes an acceptable level of knowledge and is competitive with what is taking place in the community at large.

FUND RAISING

- Continue and expand our annual fundraising campaign.
- No matter what we do, **we need a reserve fund**. Currently the funds that are left from the Development Campaign have served this function. We have a commitment to return funds owed to this committee. **But first**, we need to establish a reserve fund and develop a consistent savings plan until we have a \$200,000 reserve.

GOVERNANCE

- We have a number of governance issues that need to be addressed. Our relationship with our Component Societies is unregulated and in need of clarification and structure. Our lack of oversight place's ISSTD in financial and legal vulnerabilities with the IRS.
- We are in the process of reviewing and restating our Constitution and bylaws.
- We need to create a new culture of communication between the EC and the Board of Directors. Current table of organizations for ISSTD's lines of communication indicate that the board reports to the EC. Constitutionally the lines of communication should reflect that the Board of Directors reports to the membership, the Executive Committee reports to the Board of Directors, and the committees report to the Executive Committee. To promote this change I am recommending that there be **meetings of the Board of Directors and the EC that are reserved for discussion and strategic planning. They are not meetings to conduct business**. This would allow for a different flow of communication. I have requested that the book **Boards that Make a Difference** by John Carver be sent to all the board members. There is a lot of literature on the function of nonprofit boards and this is one that presents a model for governance worth of our understanding. All organizations are unique and we will have to develop our own model.

