

Business Meeting Minutes

October 13, 2007

Attendance: Chris Allis, Lee Bigman, Margaret Barbee, Kathy Bates, Sarah Caveney, Jana Knezovich, Kathleen Ostler, Frances-Laude Gohard, Margaret Barbee, Danielle Woerman
Susan Ross

Marin Jam: The Marin teachers will look for a space to have a jam on Dec 1st or 2nd. Chris will contact Deborah Walker about a space. We discussed the idea of having a “jam for a cause”, suggestions included a local food bank or other local charities.

Planning for Next Year's Jam

We tentatively decided that the jams would be hosted in the following order. This can be re-arranged if needed.

1st Quarter led by San Francisco Teachers

2nd Quarter led by East Bay Teachers

3rd Quarter led by South Bay Teachers

4th Quarter led by Marin Teachers

Financial: We have \$2816 in the account.

Update on Celebration of 25th Anniversary of Nia: Frances-Laude updated us on some of the plans for the 25th anniversary. She said that it will be like the previous tidal wave; Debbie and Carlos will be traveling around and having master classes in 2008. More to follow. .FL said this will take a lot of coordination. We discussed that once we know more we maybe about to plan some additional advertising or events.

For Review: Attached is a draft document on “Tips for Jams” and “Tips on Business Meetings”. We would like to get feedback on this and then can proceed.

Nia T-Shirts: Lee will continue to work on this. It has been delayed since Cheryl Wilson has moved.

Support for Teacher Workshops: Following on the discussion that we had at the last meeting, we have been discussing ways that the association funds could support teacher workshops. We talked about the possibility of the association co-subsidize the workshop (paying the rental) and/or co-funding it with the teacher. For example, the teacher could pay \$25 and the association could pay \$25. In order for us to have a more fruitful discussion it was felt that the costs needed to be further refined to see what was the best use of the funds.

Two workshops have been proposed. Lee Bigman proposed a 2hr cuing workshop at the July 21, 2007 meeting. Kari Winn proposed the workshop outlined below. We agreed that Susan Ross would work with Kari and Lee to better understand the cost structure they are proposing and present more detailed information at the next business meeting. Everyone agreed that both these topics would be useful in terms of their content.

Karri Winn proposed the following workshop

Title: Music Movement Magic – Delivering the Ultimate Experience

This workshop is designed for Nia teachers to deepen their understanding of marketing as a science, craft and art. We will learn theory, concepts and tools to help us understand how to better communicate with people about Nia and simultaneously become more effective at building and sustaining our classes. While we are all taught to personalize, there are aspects of Nia that bind us together and form the basic blocks of delivering high quality classes. In this context we will also have an opportunity to practice together the basic movements and teaching techniques as an embodiment strategy to deepen our personal knowledge of marketing in relationship to the SCA of teaching Nia.

This is designed to be a 6 hour experience. The ideal location is Studio Rasa and the ideal day is Saturday or Sunday.

Fee: Sliding Scale \$50-100 per person.

The studio rental fee is covered separately by the association.

Minimum 10 people / Maximum 20

Tri FOCI

Learn (2 hours)

Value Proposition – what is it and why does it matter?

Satisfying Authentic Needs

Basic framework of marketing theory

Principles of Diffusion Theory

Discuss quality and what it means to deliver the Ultimate Experience

Trends in the overall marketplace to leverage Nia - social purpose entrepreneurship, personal growth, sustainability

Move (2 hours)

52 Moves

8BCs

Cueing

Energize (2 hours)

7 Cycles – Intent and Focus

Best way to attract students is to teach good classes

Marketing Collateral – what is it? Design matters. Mastery & Excellence.

Communicating about Nia – the 30 second message

Body Language & Appearance

Energy Allies

5 Levels of Truth