

## **Minutes of the regular meeting of the elected officers of the American Tarot Association**

**May 19, 2008**

The meeting was called to order at 9:05 EDT via conference call.

Presiding: Stephanie Arwen Lynch

Secretary: Sherryl Smith

Present:

President, Stephanie Arwen Lynch

Vice President of Communications, Allan Ritchie

Vice President of Education, Errol McLendon

Vice President of Outreach, Sheri Harshberger

Member-at-Large, Paul Weiss

Treasurer, Tracy Hite

Secretary, Sherryl Smith

The minutes of the meeting of April 14, 2008 were approved as posted.

### **Reports**

#### **Treasurer, Tracy Hite:**

Checking \$7,780.02

Paypal \$3,738.25

Total funds \$11,518.27

Revised editions of the Intro, Intermediate and Advanced course books were released May 1st. Printing 25 copies of each book cost \$220.85.

Our initial three-month trial with Packatel.com fax service ended, they're the cheapest we've found and we've had no problems with them so I've renewed for a full year (\$47.40) and got an extra month free.

April was our biggest month for sales yet, with \$1620 in memberships and another \$500 in materials. Most of these were multiple-year memberships, both new and renewals, after we announced the dues increase coming May 1st (27 renewals and 28 new members).

May has been a slower month so far dollar-wise, with quite a few orders for the downloads of the updated courses.

#### **President, Stephanie Arwen Lynch:**

Said she would like to know how new members found the ATA. Allan replied that new network readers have reported hearing about the ATA from Tarot Connection podcasts and from a listing in the back of the Amberstones' book Tarot Tips.

## **Vice President of Communications, Allan Ritchie:**

### Readings Networks Report:

#### Free Tarot Network

1. How many Readers were active in the month - 62
2. How many Mentors - 27
3. How many are currently on pending approval - 33

#### Free Reading Network

1. How many readers were active in the month - 23
2. How many Mentors - 11
3. How many are currently on pending approval - 1

- The networks have picked up 14 new readers since last month.
- Some mentors are not responding as quickly as the readers would like, so they have to be tracked down, and sometimes readers need to be reassigned to different mentors.
- I'll be contacting Jenine to find out what her process is for tracking mentors.
- If we can start verifying Senior Readers again, the mentors can focus on less experienced readers who need more contact.
- We are still getting multiple reading requests from one problematic person.
- Arwen said that someone can set up a Yahoo account and mask their IP so there is no way to block their emails. We have to educate the readers not to respond to this person in any way.

### Website Redesign Report

- Jes wants to know if we want to use Joomla.
- Paul offered to discuss technical issues with Jes and report back to the board.
- Arwen directed Allan to tell Jes to use Joomla and to use the colors in the sample web pages she posted.
- Sheri said Paul's bio needs to be added to the website, and the link to the Code of Ethics is hard to find.

## **Vice President of Education, Errol McLendon:**

The mentoring program was rolled out May 1. We have 22 mentors and 10 people requesting mentors. So far all the mentor assignments seem to be working out well. After the program has been going for a few months, an email will be sent to everyone asking them for comments and suggestions.

Arwen suggested that an interview with a mentor/mentee pair be published in the quarterly spotlighting their relationship.

## **Member-at-Large, Paul Weiss:**

I'm working on building a resource center for professional readers with a research guide to help people find the information they need. I'll submit an outline via email by June 1. I'll write an article on the resource center for the quarterly.

Sheri said she would like to see information on how to start up a reader's co-op as the co-op she belongs to is very successful.

**Vice President of Outreach, Sheri Harshberger:**

I've tweaked the Napierville article and also created a generic version that could be sent to any media giving our stance on unethical readers.

Arwen said that it's too late to send the Napierville article as the issue is two months old. It should have been sent immediately, since that is what we told the members we would do. The generic article should be on the website. We probably shouldn't send out an article before an incident actually happens. Perhaps we could send letters to editorial pages on how to know you're being scammed by an unethical reader. Arwen suggested the ATA name October "National Don't Be Conned by an Unethical Tarot Reader Month."

Sheri said she wants us to set up affiliate programs with Llewellyn and House of Tarot. Tracy began setting it up immediately.

**Secretary, Sherryl Smith**

The Board made no official decisions via email since the last meeting.

**New Business**

Policy on translating and reproducing the ATA's course material

It was decided by unanimous consent that the ATA will not authorize translating the educational materials into other languages as the ATA would have no control over the content of the translations, and the educational material is available only to ATA members.

Discussion of re-naming educational courses

It was decided by unanimous consent to not rename the educational material at this time, but to hold a contest to get the members' input. The contest will be run via Reflections and a special email.

Approval of redesign of "Tarot Courses" section of the website

The redesign of the "Courses" section of the website as posted in the Files section was approved by unanimous consent. Allan will send it to Jes.

The next meeting will be Monday June 16<sup>th</sup> at 9 pm EDT.

The meeting was adjourned at 10:30 pm EDT.