



World Service Office
CEA-HOW, Inc.
3371 Glendale Boulevard, Suite 104
Los Angeles, CA 90039
Phone: 323-660-4333
Email: gso@ceahow.org

Compulsive Eaters Anonymous - HOW

**Board of Directors Quarterly Meeting
January 26, 2019, 7:00 AM Pacific Time**
Conference Call Tel #: 712/775-7100; Access Code 217104

Meeting Minutes

1. **CALL TO ORDER** at 7:00am PT
2. **SERENITY PRAYER; TRADITION 2; ABSI READING p. 332**
3. **ROLL CALL**
Directors: Michael D, Jan D, Shirle A, Lueretha B, Rosa A, David S, Janice R, Susan M, Jim W
Corporate Officers: Pamela K, Carolyn P, Diana H
4. **Approval of Minutes:** Meeting of October 27, 2018
Meeting minutes unanimously approved.
5. **Approval of Agenda**
Agenda unanimously approved with the addition of item 9f: Establish Electronic Intergroups (English and Spanish) under Area 10.
6. **Oct 2018 Action Items**

Michael researched various cash apps and established Venmo and Zelle accounts. WSO learned that our bank requires an individual's Social Security Number (SSN) in order to link the Venmo and Zelle accounts with our corporate bank account. Our corporate EIN is not accepted for this purpose. Further research is required. (After the meeting it was discovered that the issue was needing a cell phone number not SSN)

7. Officer Reports

- a. Chair (Michael)
 - a. Status of discussions with Intergroup chairs - Ongoing
- b. President and Executive Committee (Pamela)
See President's Report and Executive Meeting Minutes for details.
 - As of January 16th, 157 total registered for convention
 - On February 1st, registration will open for members to purchase individual registration and event tickets.
 - Trademark maintenance will be filed this year

CEA-HOW is A Way of life!

Everyone is welcome to attend Board meetings as observers. Please note that observers may not vote and may not speak unless the Board specifically invites comment. The Board may close meetings for reasons of confidentiality.

- The President position will be open in July 2019
Diana made a motion and Lueretha seconded.
Motion: To extend Pamela's service as Acting President through the next WSBC Conference, July Board meetings and 2019 Convention.
The motion was unanimously approved.

c. Treasurer and Finance Committee (Carolyn)

See Treasurer's Report for details.

- The Finance Committee met on January 6 and reviewed year-end financials and the budget and approved that the budget be sent to the Executive Committee for review and input prior to sending to the board for approval.
- Due primarily to a single member's one-time contribution of \$8500, the CEA-HOW, Inc net Income for 2018 was up \$8514 compared to last year. Overall contributions were up \$7000. Intergroup contributions made up 60% of total contributions, direct giving including gratitude month made up 40% of giving for the year. Of the Intergroup contributions, 39% came from California intergroups and 40% came from the Phone Bridge intergroup. Intergroup contributions were flat year over year at about \$37,000 after three consecutive years of \$3000 decreases.
- Net profit from Literature sales was down \$3400
- While the balance sheet looks healthy at \$117,000 in assets, after adjusting for the receivable for convention, prudent reserve and convention fund (basically all funds which have a specific purpose) cash available for operations is \$2000. Two years of losses (2016 and 2017) negatively impacted cash available. We will continue to monitor after the \$10,000 Convention Fund is dissolved per board approval. Positive net income will help this situation. A loss may force us into utilizing the prudent reserve.
- Pamela also noted that in the past the Areas and Intergroups would forward excess funds above their expenses and prudent reserves to WSO. Over the last three years there has been a downward trend. The tradition of sending excess funds to WSO has been lost and this has contributed to our financial condition.

8. Committee/Liaison Reports

- a. Convention Committee (Shirle)
See report for details.
- b. Education (David)
The committee is working on Service Manual Questions.
- c. Literature (Jan and Susan)
See report for details.
- d. Policy Manual (Susan)
No meeting was held.

- e. Public Information (Janice/Rosa)
 - The committee is meeting on 01/26/19 and a report will follow.
 - Personal stories: seven have been submitted so far.
 - The committee can spread the word that if someone has a year of abstinence, they can submit a before and after photo for Instagram.
 - The committee is working on a Wikipedia definition of our fellowship.
 - Pamela added to also look at health publications, universities and hospitals.

- f. Spanish Translation (Rosa)

Two items have been translated and are ready to print:

 1. A bookmark of the affirmations
 2. A challenging times questions

The committee is backlogged and needs help with translating. It requires not only being fluent in English and Spanish, but also high-level grammar and translation skills. There is no abstinence requirement to be a translator.

- g. Special Needs (Shirle)

See report for details and David's report.
WSO's New Meeting packet does not have anything pertaining to special needs.

- h. Sponsorship (Lueretha)

See report for details.
The next meeting is January 27th and a report will follow.

- i. Website (Pamela)

See report for details.

 - "Hear our Recovery" button has been added to the website home page
 - "Website's Top 10 Hits" will be sent to Intergroup chairs for distribution
 - Personal stories are ready for the website pending decision on placement
 - 2018 Convention audios are ready to be posted
 - A pop-up will be created to prompt people to sign up for the email list.
1798 people are currently on the list.

- j. Ad Hoc Area Health (Lueretha)

See report for details.

9. OLD BUSINESS

- a. Literature Store (Carolyn)

See report for details.

 - Jan shared that when she leads a meeting, she announces the literature store, gives the URL and offers to help them go through the process of ordering eLiterature. One member has asked for help.
 - Carolyn stated that we can now direct members to go to the website and select "Literature Store".

- Printed copies of the Forever Abstinent book and Sponsor Guidelines, due to the special purchasing requirements, have historically been sold only through meetings, intergroups and areas. A few weeks ago they were added to the website.

Jan made a motion and Shirle seconded.

Motion: To remove the Forever Abstinent book and Sponsor Guidelines from the printed literature section on the CEA-HOW website.

The Motion was unanimously approved.

- There was discussion about providing instructions on the website for members looking to purchase Forever Abstinent book and Sponsor Guidelines.

Janice made a motion and Susan seconded.

Motion: Add text or a button to direct people to the eLiterature page.

After further discussion, the **motion was tabled** until the next board meeting in April 2019.

b. Start A Meeting Concept (Jan)

- See handout for details and suggested verbiage.
- Michael mentioned leaving the new meeting starter packet as it is and instead talking to intergroup chairs about providing support to the new meetings in their intergroup. No further discussion.

c. WSBC 2019 and Global Convention 2019 (Pamela)

- See handout regarding promoting the convention to the general public.

d. Social Media (Michael)

Instagram – The information needs to trickle down to the group level (see New Business Item 10g below). Members can submit images, verbiage, and also geotag their location if they like. The website will have a landing page with easy access.

e. Podcast (Michael)

- More than 550 downloads have been completed. 7 episodes are up and available. Spread the word that meetings with 30-40 minute qualifications can also be recorded and added. In the future, the Board will set best practices.

f. Establish Electronic Intergroups (English and Spanish) under Area 10 (Pamela)

- Pursuant to the Bylaws, Area 10 is comprised as follows: "10. Area 10 is composed of one or more electronic or voice-participant Intergroups."
- Currently, we have two voice-participant intergroups in Area 10: the Phone Bridge Intergroup (English) and the Spanish Phone Bridge Intergroup.
- We currently have no Electronic Intergroups in Area 10.
- We have several active Spanish Skype (electronic) meetings. They are in the process of forming an Intergroup. This will be the Spanish Electronic Intergroup and will be registered with Area 10.
- We now have three English ZOOM (electronic) meetings. They all started out as f2f meetings, became hybrid meetings, and now are solely electronic

meetings. They are still listed with the f2f meetings until we establish their own niche.

- The three ZOOM meetings should form an Electronic Intergroup. If English Skype meetings are formed (and we have received inquiries about them), they would be registered with the English Electronic Intergroup.
- We would then have both electronic and voice-participant Intergroups in Area 10, as originally conceived in the Bylaws.
- And, the electronic meetings would have their own link on the website. We currently have f2f meetings, phone bridge meetings, Men's stag, and Skype. We would add the ZOOM meetings to the Skype link and change the name to Electronic Meetings.
- Board members may send suggestions or ideas to Pamela. Example: "Video Meetings" instead of "Electronic Meetings"

10. NEW BUSINESS

a. Business brought forward from Executive Committee (see Exec Comm Minutes)

- i. Dissolution of Convention Fund (Carolyn)
Early Bird Installment Plans provide funds early enough to pay deposits to the hotel. The convention fund is no longer needed.
Carolyn made a motion and Susan seconded
Motion: To dissolve the \$10,000 Convention Fund and to return the cash back into available cash.
The Motion was unanimously approved.
- ii. End of President's term
We need to find a president. It is not necessary for the president to be in CEA-HOW. The president is not required to be on site but does need to supervise the CEA-HOW office. This is difficult from a distance. Pamela's office duties need to be separated from her president duties. Rureth is in the office 20 hrs/week and is not in CEA-HOW. Pamela is paid for 15 hrs/week. The person working in the office needs to be a member of CEA-HOW.

The President's position needs to be filled in July and the office position will need to be filled if/when vacated. Currently, one person fills both positions, but in the future it is likely to be two different people. We need a job description for each position to clarify the duties of each role.

An executive search committee will be created with Pamela as an advisor to the committee. The search committee will search for both a president and a vice-president. Michael will chair the search committee. The committee will have no more than 5 members.

- iii. Approval of 2019 Budget

See report for details.

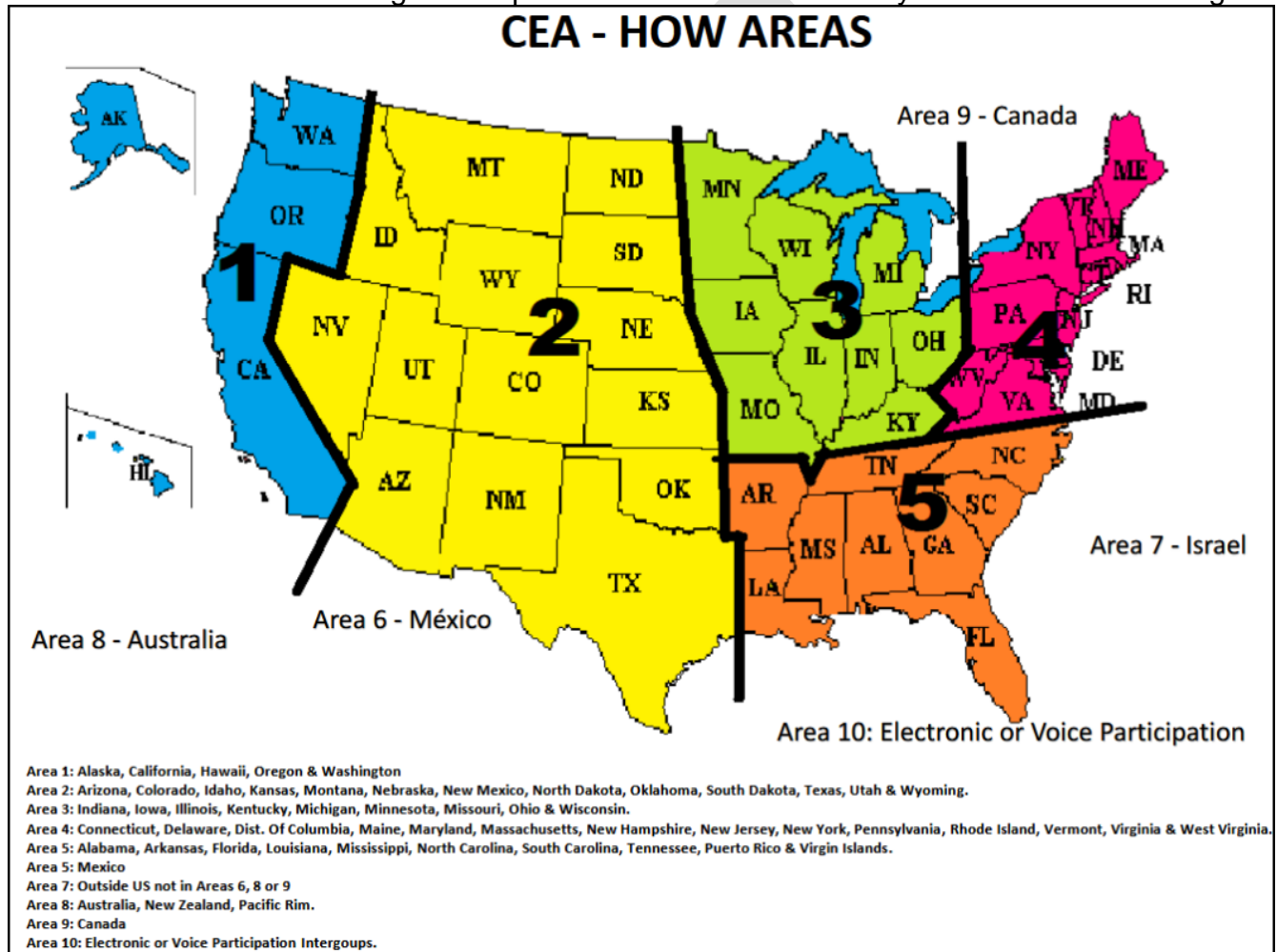
Susan made a motion and Janice seconded.

Motion: To approve the budget recommended by the Executive Committee with the condition that if money is available in December 2019, a bonus plus a retroactive COLA would be paid to CEA-HOW employees.

The Motion was unanimously approved.

- b. Areas 3,4,5 are discussing merging to form one stronger Area. There is nothing in the Bylaws prohibiting it. (Pamela)

Initially, there was concern about how this would affect the number of area representatives and conference delegates, but after review it was determined that there would be no negative impact. There is no reason why the areas cannot merge.



- c. Area 6 Intergroup issues.

One of the Mexico Intergroups has established practices that are not operating within our guidelines, such as requiring all meetings to pay a certain dollar amount to support the intergroup and limiting availability of service. Because of these practices, a second Intergroup that follows the CEA-HOW guidelines was established in the same city. The second Intergroup chooses not to support Area 6 because of its

practices and has no opportunity for representation at WSBC. It wants to be registered with another Area but that is not possible because Areas are based on geographic proximity.

Bylaw excerpts:

Article 20, Section 4a) Any Intergroup which fails to make a good faith effort to comply with the CEA-HOW philosophy or which intentionally modifies or formally alters the CEA-HOW philosophy may be unregistered by a majority vote of the Board of Directors of the Corporation.

Article 4, Section 5b) 5. To call to the attention of any Group or Intergroup any violation of the Twelve Traditions which it believes the Group or Intergroup has made and to implement Conference policies, if any, intended to deal with such violations.

The intergroup that is not adhering to CEA-HOW philosophy will be sent a warning letter citing responsibilities of the Board and the intergroup from the Bylaws. The intergroup will be given a deadline to remedy their issues and to correct their errors.

- d. \$150 per month Google Ad Word campaign to buy these words: (Michael)
 - a. compulsive eating
 - b. can't stop eating
 - c. help to stop overeating

A predetermined cost, based on our bid, would be applied only for click-throughs. Our Ad would show up based on where we are in line (highest bidder first) and how much volume there is per day. There is no cost for the ad to be displayed but if someone clicks on the ad then our cost (such as 25 cents) is applied. When our monthly budget is exhausted, our ad would no longer be displayed.

Organic items show up below the Ads.

Carolyn asked if we are optimizing our non-paid items with the Search Engine Optimization (SEO). Michael added that SEO is costly and has very little impact. The Google Ad Word campaign is tabled until some of the website errors have been resolved.

- e. In memory donation concept (Carolyn)

Establish a new category of contributions called "In memory of" or "In Honor of" a person. Examples: give in honor of my sponsor or in memory of Rae Z or another member who passed away.

The contribution would not be designated from a named person or for a named person. It would be completely anonymous. This special contribution fund provides the fellowship an opportunity to do something special for someone they love.

A button could be added to the website and mentioned when people want to honor someone close to them.

Carolyn made a motion and Susan seconded.

Motion: To create a button on the CEA-HOW website establishing a new contribution designation for "In memory of/In Honor of".

The Motion was unanimously approved.

- f. Hospital connection results (Michael)
Talk to local hospitals to see if they have eating disorder units and ask if they are aware of CEA-HOW. Ask the hospital if CEA-HOW can be added to the resource list for their out-patient support. This is also a focus of the Public Information Committee. This item will be tabled until the next meeting. Janice is already planning on talking to the Public Information Committee about making a concerted effort to list CEA-HOW as a resource in hospitals, universities, and recovery publications. She will also see if non-delegate members want to assist with making phone calls.
- g. Talk to IG chairs prior to monthly IG Meeting (Michael)
WSO sends information emails to intergroup chairs on the 1st of every month. An ongoing concern is that this information, which is meant specifically for the fellowship, may not always get to the members. WSO will begin sending the same information emails to Directors on or before the 25th of every month. Directors will then call their assigned intergroup chairs and review the information one week prior to the intergroup meeting. The purpose of the call is to see if the chair has any questions about any of the fliers or if they need additional information. The board member should also stress that every item in the monthly email needs to be discussed at the monthly intergroup meeting. If the intergroup chair cannot be reached after 3 calls at 3 different times of day, then try sending an email and/or try calling the intergroup vice-chair or other officers.
- h. Questions/concerns from IG re social media (Susan)
See email for details.
The Northern Colorado Intergroup is asking for help with navigating social media. How can we create social media guidelines to help meetings attract newcomers? One possibility is to review the guidelines on social media from AA and personalize it for CEA-HOW. Meet-up has not been that effective and other avenues could be used to attract newcomers. People can go on the radio and tell their story as long as they remain anonymous by not giving their last name. We don't want to recruit but we do want to make sure the name of CEA-HOW is available to suffering compulsive eaters.

David made a motion to close the meeting.

Janice seconded the motion.

11. Next Quarterly BOD Meeting April 27, 2019

12. Adjournment at 11:09am PT