Cambridge Center for Behavioral Studies
Minutes of the 2019 Annual Meeting of the Trustees
Tuesday, May 28th, 2019
The Chicago School of Professional Psychology
325 N. Wells St., Chicago, IL 60654
Chairman: H. S. (Hank) Pennypacker
Executive Director: Rob Holdsamback

Call to Order: At 8:31am (CT) on Tuesday, May 28th, 2019, H.S. (Hank) Pennypacker, Board Chairman of the CCBS, called the Cambridge Center for Behavior Studies Annual Meeting of the Trustees to order.

Attendees
Executive Director: Rob Holdsamback

Board of Directors: Stephen Eversole, Philip N. Hineline, A. Dardnell Lattal, Kennon (Andy) Lattal, Timothy Ludwig, H. S. (Hank Pennypacker, and Thomas Zane

Trustees: Ronald Allen, Leasha Barry, Carl Binder, Robyn Catagnus, Ronnie Detrich, Eitan Eldar, Kent Johnson, Jeff Kupfer, T. V. Joe Layng, M. Jackson Marr, Jose Martinez-Diaz, Francis Mechner, Robert Pennington, Claire St. Peter, Karen Wagner, and Mary Jane Weiss

Advisors: Abigail Calkin, Tara Fahmie, Thomas R. Freeman, Amana Laprme, Eric Larsson, Michelle Nelson, Mary Sawyer, Fabio Tosolin, and Chanti Fritzsching Waters

Distinguished Scholars: Ashley Gibbs, Kaitlynn Gokey, Alyssa Jewett, Matthew Laske, Sandhya Rajagopal, and Catherine Williams

Nominees: Michael P. Kranak (Advisor), Rachel Taylor (Advisor)

Friends & Guests of the Center: MaryEllen Beveridge, Jerry Charvat, Adrienne Fitzer, Luca Giani, Laurilyyn Jones, and Mary Reagan

Friends from the Chicago School of Professional Psychology: Olivia Cavileer, Jamine Dettmering, John Eshleman (also a CCBS Advisor), Joshua Garner, Cameron Mittelman, Shannon Ormandy, Mari Michelle Truchon, Kaidu Ward, and Ashley Whittington-Barnish
Quorum: Hank Pennypacker calls the meeting to order, acknowledges proxies, and declares quorum at 8:32am and starts with some housekeeping.

Minutes: At 8:33am, motion to accept the 2018 minutes. Motion to approve. (Thomas Zane moves, second by Phil Hineline). Motion carries, minutes approved.

Nominations/Elections: At 8:34am, Hank Pennypacker chaired the review of nominations and the elections of new Advisors, Trustees, Directors, and renewed Trustees. Conduct general elections. Review the biographies quickly and we can vote.

Re-Nominated Trustees: Mark Alavosius, Paul Andronis, Leasha Berry, Robyn Catagnus, Joseph Dagen, Lanny Fields, Richard Fox, Patrick Friman, Angelica Grindle, William Heward, Ramona Houmanfar, Michael (Mickey) Keenan, Jeff Kupfer, Marta León, Timothy Ludwig, Tetsuro Matsuzawa, Thomas Mawhinney, Francis Mechner, Charles Merbitz, Paolo Moderato, James Mulick, Claire St. Peter, Mary Jane Weiss, Oliver Wirth, and Thomas Zane. Motion to approve. (T.V. Joe Layng moves, second by Jack Marr.) Motion Carries.

New Trustees: Justin Leaf and Ruth Anne Rehfeldt. Motion to approve. (Thomas Zane moves, second by Jose Martinez-Diaz.) Motion Carries.

New Advisors: Sandy Knott, Michael P. Kranak, Salvatore (Sal) Ruiz, and Rachel Taylor. Motion to approve. (Wayne Fuqua moves, second by Thomas Zane.) Motion Carries.

- Hank Pennypacker personally congratulates the new Trustees and Advisors.
- Note that two have declined to be re-nominated as Trustees and have agreed to stay on as advisors; this does not require a motion.
- Lastly, a welcome to Ronald Allen, our new elected Director. Round of applause.

Executive Director Presentation: At 8:37am, Hank Pennypacker introduced Rob Holdsambeck, Executive Director, who took the floor to present a review of the CCBS for the past year.

Mission and Goals
Mission: The Cambridge Center is a non-profit organization whose mission is to advance the scientific study of behavior and its humane application to the solution of practical problems, including the prevention and relief of human suffering. To achieve this mission the CCBS has three goals.

Goals:
1. To create and deliver trustworthy information on high quality behavioral services and science around the world
2. To promote global collaboration among behavioral organizations
3. To improve the future of behavioral science by educating and developing the next wave of behavioral scientists and practitioners
Notable Events of the Year: Current activities and the people who made them happen. A brief review of each of these notable events followed.

- Thank you to the Chicago School for hosting the Annual Meeting this year.
- **Honoring the CCBS Legacy**
  - Honor the passing of:
    - Sigfried “Zig” Engelmann
    - Murray Sidman
    - Tony Nevin
  - Rob Holdsambeck: “We’ve had way too many pass this year.”
- **Current Aims**
  - The current dual aims of our non-profit are:
    - To be a catalyst: Finding good behavioral science and getting it out faster
    - To be a filter: Finding bad science and getting it out of circulation as fast as possible
- **Map of CCBS Members**
  - The United States and global Google maps have been updated by the Distinguished Scholars
  - CCBS has Trustees and Advisers from all over the United States — and now, throughout the world
    - CCBS now has representatives from 6 continents
- **Distinguished Scholars**
  - Mary Sawyer: “We have a really great group of students. Seven are new, with five returning. One is in Italy and one is in Belgium, and the rest are in the US. That’s all I have to say about that.”
  - A special thanks to Aubrey Daniels for sponsoring our Distinguished Scholar meeting this year, including the mug and book each incoming Scholar received.
  - Distinguished Scholars will be moving to quarterly meetings with the new school year
    - There is an ongoing list of current projects, which will be reviewed at the first 2019/2020 Distinguished Scholar Meeting
    - Scholars are encouraged to reach out with any ideas for new projects
  - Congratulations to Michael P. Kranak, who has recently graduated and has been nominated to become an Advisor to the Center.
  - Thank you to Scholars Annie Galizio, Kaitlynn Gokey, Michelle Nelson (Now CCBS Advisor), Sorah Stein (Now CCBS Advisor), and Andressa Sleiman for conducting and writing up Trustee Interviews.
    - Kaitlynn Gokey and Andressa Sleiman also assisted with posting the interviews to the new website.
  - Incoming Scholar Valeria Squatrito is leading a new project, the translation of *Behavioral Science: Tales of Inspiration, Discovery, and Service* into Italian.
- **Mobile Website**
  - Google Analytics reveals that more and more visitors are on mobile devices
- 76% on desktop in 2026/27 compared to 67% in 2018/19
- More than a fourth of visitors are on mobile devices now
  o Our site is now mobile-friendly
  o CCBS Members are encouraged to log on and identify any areas that they can assist with

- **Hawai’i Association for Behavior Analysis**
  o HABA is one of our CCBS partners
  o The HABA conference will be held September 26th and 27th
  o Aubrey Daniels and Phil Hineline will be speakers this year

- **European Conference of ABA**
  o Helf in Lake Como, Italy
  o Rob Holdsambeck was invited to give a lecture on chaos theory and autism

- **Behavior and Philosophy**
  o Jose E. Burgos is serving as Editor
  o Sorah Stein is serving as Copyeditor
  o The 46th volume was published last year
  o Members are encouraged to join the Facebook group for the journal and participate in discussion
    o Jose Burgos has been posting discussion questions for the various articles

- **Online Continuing Education**
  o Thank you to the team at the Center for Behavior Analysis, University of West Florida.
    o Rob Holdsambeck: “It takes a selfless organization that empowers people with the right ideas to do the tremendous amount of work with the website, course, and technology.”
    o Congratulations to Michelle Nelson on becoming a BCBA and Cambridge Center Advisor.
  o We now have over 88 courses online
    o An average of 194 are taken each month
    o CCBS gets 50% of the profit from these courses
  o Thank you to Trustee Michael Weinberg
    o We will continue to reach out to the APA to get our courses approved for psychology continuing education credits

- **Behavior Safety Now Conference**
  o Held in Reno, NV last year
  o Congratulations to Dwight Harshbarger for winning the lifetime service award
  o Terry McSween has been coordinating this for over 25 years
  o 2019 Conference will be in Orlando
    o Carl Binder and Timothy Ludwig will be speaking at BSN this year

- **Commission on Accreditation in Behavior-Based Safety**
  o Welcome Sandy Knott as new Associate Commissioner and CCBS Advisor
  o Welcome to Alan Cheung and Eric Nickless as new Associate Commissioners

- **BF Skinner Bust Reproduction**
  o We are still marketing Skinner busts online
  o You can order your own now from the CCBS store
  o The busts are 5” tall and come in white or gold
• **Ethics in Professional Practice**
  - We are continuing to partner with Endicott College, who hosts the conference on their campus
  - 6th Annual Ethics in Professional Practice conference was held August 3rd, 2018
  - Thank you to Thomas Zane, Mary Jane Weiss, Justin Leaf, and Wayne Fuqua
  - 7th Annual conference will be held on August 2nd, 2019
    - Speakers include: Richard M. Foxx, Gregory Hanley, Sarah Trautman-Eslinger, and Shawn Quigley
    - We just got a cancelation by Patrick Friman
    - Rob Holdsambeck: “We had a blowup at CalABA last year. Sarah was part of the team that had to deal with that immediately. She is going to talk about how to deal with things they’ve never taught you about. I think we need an open and honest talk about it, what happened, and that’s what she’s doing. I think Sarah is going to do a good job.”

• **Applications in Leadership and Supervision**
  - Conference will be held on November 22nd, 2019 in Overland Park, KS
  - This project was spearheaded by Thomas Zane.
  - Speakers include: Aubrey Daniels, Ellie Kazemi, Florence D. DiGennaro Reed, Rob Holdsambeck, and Janet Twyman
  - We want this to be where you can get supervision instruction and Ces

• **Autism & Related Disorders: Research-Based Solutions**
  - 13th Annual Conference will be held on April 24th, 2020 in Buellton, CA
  - It is a one-day conference that invites gatekeepers from other fields, such as teachers, psychologists, speech pathologists, etc., as well as parents
  - There will be music again afterwards

• **ABACLive Webinar Series**
  - Thank you to Adrienne Fitzer for your hard work coordinating this project
  - Thank you to all CCBS members that have donated time to give talks
  - Rob Holdsambeck: “Adrienne, I want to tell you something personally: I was wrong, you were right.”
  - Since the last 2018 annual meeting we have gotten views in 44 countries and all 50 states
    - Some new countries represented: Norway, South Korea, Vietnam, Ecuador, Nigeria, and Cambodia
  - Upcoming speakers for July-December 2019: Andy Bondy, Tara Fahmie, Sharlet D. Rafacz, Robyn M. Catagnus, Bobbie Gallagher, Nicole Davis, and Abigail B. Calkin
    - Thank you to presenters present, Robyn Catagnus and Tara Fahmie
  - Rob Holdsambeck: “Adrienne, can you please stand? This is the lady to talk to.” Round of applause.
  - In 2018 when the videos were made free, we made a little less money, but our total views went up.
    - $7332.20 in 2017 compared to $6,456.75 in 2018
    - 616 individuals served in 2017 compared to 2129 in 2918
  - Where legal, we also use this to get emails and keep people connected to the center with other updates and materials
• **Behavior Development Solutions**
  - We have a new online course through BDS
  - Steve Eversole: “Jessica Mias, Catherine Stephens, and Tyler decided on a course to teach that involved reading an article on rule-governed behavior and we met weekly for several weeks. I taught them how to write questions and they did a wonderful job and now it’s up on the website and it’s for sale if anybody is interested. We hope to solicit them for other projects in the future. CCBS is getting half the revenue.”

• **Standard Celeration Society**
  - Our latest strategic partner
  - It makes sense for our two non-profits to collaborate
  - Mary Reagan will tell us more later about how we can work together

• **Current Repertoire**
  - We are continuing our monthly newsletter
  - You can sign up for it in the footer section of behavior.org

• **Amazon Smile**
  - If you shop through Amazon Smile you can select the CCBS as your charity
    - Generates donations at no cost to you
  - We’ve received $290 through this program

• **Behavioral Science: Tales of Inspiration, Discovery, and Service**
  - Buying the book is another way to support CCBS
    - Available in paperback or hardcover omnibus edition
  - If you adopt the book for your courses you can get a copy for free
    - Books come with questions to use in course
  - Rob Holdsambeck: “I’d like you all to write your own tales of inspiration, discovery, and service. I’d like a pdf copy of each of them so we can do a print-by-demand. We can create à la carte books, allowing people to select the specific stories they want in their copy.”

• **Office Transition**
  - We are now fully extricated from the Cummings Center lease
  - We previously relocated from Beverly, MA to Littleton, MA
  - Our office building was sold, forcing us to find another location
    - We are now in a better location with more space in Littleton, MA
  - Thank you to Tara Kasey for completing these moves

**Financial Report:** Rob Holdsambeck reviewed the financial picture, with financial data since 2008. Our total expenses were $95,526. Our largest expense was $73,821 for personnel (77%), followed by $9,590 for occupancy (10%), $3,340 for professional services (4%), $3,052 for meetings (3%), $2,691 for technology (3%), $2,099 for general and admin expenses (2%), and $933 for advertising and marketing (1%). Our total net income was $133,742, with $42,499 coming from donations (32%), $40,589 coming from the bookstore (30%), $17,050 coming from the autism conference (13%), $14,247 coming from the ethics conference (11%), $6,540 coming from continuing education (5%), $4,936 coming from BSA (4%), $4,579 coming from *Behavior and Philosophy* (3%), and $3,303 coming from the CCBA ABAC Speaker series (2%). We currently have $235,513 cash on hand. We have extricated ourselves from the Cummings Center and as a result, occupancy expenses are going down. We’re still selling our books, from which
we get 100% of the revenue. Monthly CEU sales are variable, but are generally moving in the right direction. Similarly, the income from behavior safety accreditation is cyclical.

Rob Holdsambeck: “In 2009 we were in good shape, but by 2012 we were about to go under. We had to turn ourselves around and build up more reserve. I feel much better about where we are financially — but we are still looking for donations. What we are now is sustainable. I want to grow to the point where we can hire a fundraising manager.”

**Participation:** Rob Holdsambeck provided a checklist of participation tasks that actively help support CCBS, including: 1. Attend the annual meeting, 2. Join an active help center and/or donate presentations, 3. Help advertise website and conferences, 4. Volunteer to mentor a student, 5. Take a CE course through CCBS, 6. Recruit Trustees and Advisors, 7. Buy a book or statue from the CCBS store, 8. Join the legacy donors program by adding CCBS to your will or trust, 9. Direct monetary donation, 10. Contribute an article to the Current Repertoire or Behavior and Philosophy, and 11. Becoming a strategic partner.

A thank you to all our financial contributors for their support. *Round of applause.*

**Recess:** At 9:19 am the meeting adjourned for a short break and resumed at 9:38am.

**Acknowledgements:**

Hank Pennypacker: “As we gather here today in the Chicago School, I was struck by the fact that the availability of this facility was through Chuck Merbitz. I spoke with him at the expo. He wanted us to know how much he feels like he’s a part of this meeting today and I passed on our love for him and his legacy. He’s in hospice but his hanging in and doing well. Being here is a tribute to Chuck and I want to make that public.” *Round of applause.*

Francis Mechner shared his personal and professional history with the late Kurt Salzinger, including their flight from Europe during the Nazi occupation. “His wife of 38 years, Deanna, called him principled, decent, with a sense of social justice and high ethics. He was extremely intelligent and had an amazing sense of humor, with an eagle eye for irony and incongruity. He did things that, he was never stopped by things that were personally dangerous. […] He was a prince, and it is a great loss to our field to lose someone like that.” *Round of applause.*

Hank Pennypacker: “I want to echo that, and state what a pleasure it was to have him on our board for a number of years.”

**Behavior Safety Now:** (9:50am) *Tim McSween*

- Since 2005, CCBS has hosted a commission of trustees and advisors
- We not only accredit companies, we learn from them, and they help disseminate the science
- BSN has been going on for 25 years with the efforts of Tim McSween and Behavior Safety Edge
- We honored Dwight Harshbarger for his lifetime of work in reducing human suffering through behavior science, and he received a standing ovation.
• Several companies were re-accredited, including Marathon Petroleum in Galveston Bay and Costain
  o Marathon Galveston had been recovering from a hurricane. We offered them an extension, but they declined, and met criteria to be re-accredited while also helping their community to recover
  o Their injury rate is less than 1 per 100,000 work hours
• 23 companies have been awarded; accreditation is waning as some previously accredited sites didn’t continue with re-accreditation.
  o Usually this is due to changes in leadership
• Ahlstrom Munksjo is a Japanese company and international conglomerate; their sites in Italy are now accredited.
  o This is a new company to our program
• Andressa Sleiman volunteered at the BSN conference and we appreciate her work
  o Tim McSween: “Andressa and I have big plans.”
• We have a plan to grow the commission a little bit more over the years and reach out to our distinguished scholars that are focused on OBM and behavior-based safety.
• Moving forward we have a major re-accreditation for platinum level Marathons in Illinois and Ohio
  o Inquiries from Marathon Terminal, Transport, Rail, Pipelines, and Utilities.
• We will be meeting with a company called Dekra
  o Dekra is a non-profit that bought a major company competing with us
  o They may open their client base to us for accreditation

**Distinguished Scholars Update:** (10:04am) *Mary Sawyer*
• Majority of Scholars leaving the group are leaving because they are graduating
• Congratulations to Michael Kranak on his graduation
  o Michael has been recruited as advisor to the Distinguished Scholars group so Amanda can move into other projects
• We founded this group to get new blood and we’ve achieved that
• The group is capped at 12 to ensure it is both manageable and truly distinguished
  o 5 students are continuing from last year
  o 7 students are new inductees
  o Represent over 10 universities and training programs
• We have continued progress and success with projects:
  o Trustee interviews, VBSIG collaboration, CCBS website improvements, BDS collaboration, Education timeline, and Volunteering.
  o A thank you to the students volunteering today. *Round of applause.*
  o Volunteers covered all the time slots for the CCBS poster at the ABAI expo
• If you have any ideas for suggestions for the Distinguished Scholars, please contact Mary or Michael.
**Behavior and Philosophy:** (10:11am) *Phil Hineline*

- 2018 volume is out
  - Earlier volumes are available through JSTOR
- William Day founded the journal under the title *Behaviorism*
  - Allowed us to address misinformation
  - Changed to *Behavior and Philosophy* in 1972
- Jose has indicated he’d like to step down as editor at the end of his 3-year term
  - We have 10 proposed editors that Phil Hineline is currently reviewing
- Joe Layng has lead the project to make the back issues into ebooks

(10:16am) *T. V. Joe Layng*

- The project has taken 3 years when we expected it to be a few months
- We were supposed to provide HTML files but only had pdfs
- Behavior+ volunteers, lead by Gina, have been a big help with software management
  - We’ve designed some algorithms
- We’re currently 3/4ths of the way through
- We have a continual new pool of volunteers, which adds to time
  - Recently lost last 3 volunteers
- Kaitlynn Gokey and Anita Li, particularly Kaitlynn Gokey, have done a tremendous job converting the Goldiamond blue books.
  - The chapters currently just need to be stitched together and have an ASIN assigned
  - “We’re hoping to have it in a month, real soon.” *Round of applause.*

Rob Holdsambeck: “It helps a lot to ask universities to carry our journals.”
Thomas Zane: “How much would it cost?”
Rob Holdsambeck: “How much do we want to charge?”
Wayne Fuqua: “A lot.”
Rob Holdsambeck: “A lot. I think we can figure it out.”

**Standard Celeration Society:** (10:21am) *Mary Reagan*

- Thank you to Kent Johnson for pictures of Ogden Lindsley
- Thank you for the update on Chuck Merbitz
  - We are doing a special edition of the SCS newsletter for Chuck
    - If you want to contribute to it, contact newsletter@scs.org
    - The deadline is June 2nd
- SCS partnership with CCBS
  - Encourages mutual growth for each organization
  - Videos by UWF offered on CCBS
  - Precision teaching help center going live soon
  - SCS conference will be held on November 9th, 2019 in St. Pete’s Beach, FL

**Recess:** At 10:27 am the meeting adjourned for a short break and resumed at 10:58am.
Continuing Education Program: (10:58am) Michelle Nelson

- We’ve moved to the platform LearnDash
  - It’s designed for CEUs and is customizable
- We have a shopping cart now so CEUs are easier/faster to purchase
  - No longer requires separate transaction for each CE
- We’ve added closed captioning for all the CEU videos
  - Includes downloadable, searchable transcript
- Increase in sales on new platform
- We’re returning to HABA and SCS conferences to record this year
  - Possibly Supervision and Ethics conferences as well

(11:10) Rob Holdsambeck

- Karen Wagner was integral to the early part of our continuing education program
  - She helped us with the film/recordings that were languishing and not being used
- We’ve added previews to the CEUs so people understand what they are getting into
- Ethics, advocacy, and supervision are most popular
  - OBM, experimental analysis, and applied talks are occasionally requested
- If you want to submit a talk, talk to Michelle to coordinate
  Rob Holdsambeck: “Can we give them another round of applause for helping?” Round of applause.

Lunch: At 11:06am the meeting adjourned for a lunch and resumed at 11:31am.

Presentations

- Claire St. Peter presented on the behavioral training of teachers from 11:31am to 12:14pm.
- Hank Pannypacker: “I’d like to welcome Claire St. Peter. She is now a full professor.” Round of applause.
- Karen Wagner: “When you had the checklist to evaluate the BIPS, did you create that?” Claire St. Peter: “It was established by Diana Browning Wright, and we are trying to develop a new tool.”
  Thomas Zane: “I think everyone in the professional world wants to use evidence-based practice, but they have different criteria for what constitutes evidence-based. Have you run into that, what problems does it cause, and how do you deal with that in a collegial way?”
  Claire St. Peter: “I ‘do not know more’ than a lot of people, a big part is saying ‘let’s evaluate it.’ No matter what there tends to be a value on contextual factors and going in and getting that data and getting people to value that part of our science is important. The problem is when people say ‘the data and graphs don’t matter to me,’ that’s what causes trouble.”
- Recess: At 12:17pm the meeting adjourned for a short break and resumed at 12:29pm.
Eric Larsson presented on early intervention, outcome measures, and clinical management from 12:32pm to 1:24pm.

**Closing Remarks:** At 1:25pm CT, Rob Holdsambeck thanks Mary Sawyer and Michael Kranak for their outstanding help this year. Each was awarded with a Skinner bust. *Round of applause.*

Hank Pennypacker: “I want to bring your attention to the enormous accomplishments of our director in the past year.” *(Round of applause.)* “Every year it is better and better and the data show that.” *(Round of applause.)*

**Adjournment:** The annual meeting was adjourned at 1:28pm CT on Tuesday, May 28th, 2019 *(Kent Johnson moves, second by Thomas Zane).*

**Respectfully Submitted,**
Kaitlynn Gokey