1. Introductions!

2. Social media during the meeting: @BehavioralMed; @SBMDigitalHlth; #SBM2015

3. #SBM2015 sessions to highlight:
   a. Friday, April 24 @ 8:30 am in Salon A/B: Innovative or Obsolete? Keeping SBM Relevant in a Rapidly Changing Healthcare System
   b. Friday, April 24 @ 11:15 am in Salon C: Infiltrating Industry
   c. Saturday, April 25 @ 10:30 am in Salon A/B: The Role of Big Data in Population Health

4. For discussion: Exhibitor presence at #SBM2015 and planning for the future
   a. Identifying our core values to guide interfacing with industry
   b. Documenting best practices around exhibitor engagement
   c. Blurring the lines between industry and academia in cutting-edge research
   d. Articulating our value proposition to industry partners
      i. Member communication is KEY
      ii. And we may need additional communication infrastructure to achieve it
      iii. Being particularly mindful of when we place "burden" on members we have to have opt in/opt out structures in place.
      iv. Exhibitors are more than just revenue generating. But what opportunities does their presence afford?
      v. EXHIBITOR RECEPTION is a good idea
      vi. Our community is evolving and the line between vendor and member is blurring
      vii. MANDATE A DISCLOSURE SLIDE IN PRESENTATIONS
      viii. We want to be PROACTIVE AND NOT REACTIVE
      ix. ESTABLISH OUR BEST PRACTICES AND CORE VALUES
      x. SHOULD THERE BE MENTORING OPPORTUNITIES HERE WITH INDUSTRY? PERHAPS A PROGRAM CO-HOSTED WITH THE STUDENT SIG?
      xi. Values and value propositions
      xii. PLAN A HIGHLIGHTED SESSION - THIS MAY NOT ONLY PREACH TO THE CONVERTED
      xiii. IT COULD BE A PANEL - CO SPONSORSHIP WITH SPLC, OTHER SIGS
      xiv. A MODERATED PANEL WITH QUESTIONS AFTER QUESTIONS
xv. NONTRADITIONAL FUNDING, SBIRS, FOUNDATIONS, WHAT DOES INDUSTRY HAVE THAT IS OF VALUE THAT MAY NOT BE GRANT MONEY?

xvi. WHERE ARE THE INTERSECTING GOALS WITH INDUSTRY?

xvii. BE MINDFUL THAT WE HAVE TO BRING VALUE TO INDUSTRY, TOO

5. Planning our next SBM TechTalk
   a. Topic proposals?
      i. Academic-industry partnerships?

6. For discussion: Priorities for 2015-2016
   a. Our web presence
   b. Communication infrastructure for the society
   c. Supporting the Annual Meeting: Exhibitors? The meeting app? Other ways?
   d. Presence at other conferences
   e. OPEN SCIENCE MOVEMENT
      i. FACILITATING A COMMUNITY OF COLLABORATION
   f. Educational offerings
      i. ENTREPRENEURSHIP EDUCATION
      ii. CONTINUE THE SBM-AMIA CONNECTION
      iii. PITCH SKILLS
          1. FRAMING THIS CAREFULLY. HOW DO WE EFFICIENTLY ARTICULATE OUR VALUE PROPOSITION?
      iv. WHAT ARE THE TRENDS?
          1. BUSINESS ACUMEN
          2. BIG DATA AND INFORMATICS
          3. PRECISION MEDICINE
          4. HEALTH CARE REFORM & BEHAVIORAL MEDICINE'S TIME TO SHINE
          5. EXTENDING THE BOUNDARIES OF HEALTH CARE
          6. OPTIMIZATION SIG AS COMPLIMENT TO BEHAVIORAL MEDICINE
          7. ONTOLOGIES AND WHAT ARE THE KNOWLEDGE PRODUCTS THAT THE SOCIETY IS CREATING AND HOW ARE THOSE OWNED AND BY WHOM?
          8. MUST UNDERSTAND THE IP RIGHTS AS WELL
          9. THE NEW TARGETS ARE WHAT WE UNDERSTAND
   g. ACADEMIC-INDUSTRY PARTNERSHIPS AND "ASSERTIVE COMMUNICATION;" INFORMATICS AND RELATED COLLABORATIONS; PRECISION OPTIMIZATION BEHAVIORAL MEDICINE - KEYNOTE AROUND THIS, HOW WE CAN PILOT TRAINING MODELS IN WORKSHOPS, ETC
   h. HEALTH CARE REFORM; WHAT DO WE DO AT BROAD AND SMALLER LEVELS?
i. MAKING SURE WE INCORPORATE OUR BEHAVIORAL HEALTH PROVIDERS

7. Meeting schedule moving forward
   a. HOW DO WE BRING NEW FOLKS INTO THE FOLD?
   b. DIGITAL SPEED DATING