

**Breastfeeding USA Meeting of the Board of Directors
November 21, 2011 9 PM Eastern Time**

First Meeting of the 2011-12 Board of Directors

Meeting Facilitator: Norma Ritter

Invitees: The Board of Directors and all Voting Members of Breastfeeding USA

Meeting begun: 9:06 pm EST

Voting Members are invited and welcomed as observers.

I. Call to order and welcome by Acting President Norma Ritter

II. Roll call:

Norma Ritter, Sharon Knorr, Patty Jacobs, Beth Lichy, Carol Kelley, Nancy Mohrbacher and Anne Hutton.

Voting Members: Gail Gesley, Suzanne Crable

III. Approval of this agenda, and a call for additional items from the floor:

Patty moved, Beth seconded the approval; all agreed

Additional item: from Patty – We received a letter from the United States Breastfeeding Committee asking for our endorsement of their new publication, “Core Competencies Breastfeeding Care and Services for All Health Professionals – BOD have seen this email; our organization would then be listed as an official endorser; asking for our endorsement of this paper;

Norma is asking for a vote on approval – all in favor.

IV. Approval of Minutes of last meeting: minutes previously posted by Sharon Knorr

Moved by Nancy, seconded by Patty - approved

V. Report and Reading of action items taken since last Board meeting: Sharon Knorr

Last meeting held soon after beginning of Breastfeeding USA, much of the meeting was about setting up the committees and how they would function – most of that has been accomplished; Funding and Development has not gotten off the ground yet; most importantly, the accreditation process is working; the 501c3 has been accepted; budget was adopted; most actions mentioned in that meeting have taken place. Patty added that we voted on policy for holding elections and BC requirement for several committees.

VI. Old business

Treasurer’s Report and presentation of revised Operating Budget: presented by Patty

We have completed and submitted our 990 form for the IRS (first drafted by Anne H. - thank you), it was scrutinized by the Finance Committee and presented to the BOD with Anne in attendance to answer questions – was accepted by the BOD and filed with the IRS. This is a public document and has been published to our website – we have had no further requests for additional financial information about any items on the 990. Any further questions can be asked of Patty, Treasurer, or Bookkeeper, Anne.

Thank you to our finance committee members – Anne Hutton, bookkeeper – has been giving us monthly statements; Beth Bejnarowicz – very devoted Membership Manager whose pleasant demeanor is appreciated by everyone; Gail Gesley – in charge of donor recognition and graciously acting as an interim Funding and Development chair; committee will be using TechSoup as bookkeeping software (presently using Excel).

Budget has been drawn up and placed on Google docs for suggestions and revisions; there was a request for a larger reserve (now at \$500) of \$2000; question about bulk mail permit – will only be purchased if necessary and will give us a substantial savings; state filings a large item in budget and need to be done – do we want to do just in states where BCs are operating or in as many states as possible in view of possible solicitation issues? We want to cover any possible solicitation – is a lot of money and must be renewed each year – may want to file on Jan 1 which would give us a full year of coverage (for those that are due in Jan)

Anne moves we approve revised budget, seconded by Sharon – everyone agreed. We have a reserve of \$865 with hopes that the face-to-face meeting of the BOD will be at least partially covered by personal funds and will raise our reserve to the recommended \$2000.

This next year we need to generate more memberships/donations from the field through our BCs that are working in their communities; present membership is approximately 250 – don't have actual latest figures at hand.

VII. New business

a. Acknowledgement and acceptance of duly elected Directors

1. Jolie Black Bear is no longer on the BOD of Breastfeeding USA. In accordance with our by-laws, the Board will be appointing an interim member to fill the vacancy.

2. Acceptance of re-elected Director, Patty Jacobs, and newly elected Directors, Nancy Mohrbacher and Anne Hutton – all agreed

b. Call for slate of nominations for officer positions:

1. President: Patty Jacobs nominated by Sharon, seconded by Beth – all agreed

2. Vice Pres: Norma Ritter nominated by Anne, seconded by Beth – all agreed

3. Secretary: Sharon Knorr nominated by Beth, seconded by Carol – all agreed

4. Treasurer: Carol Kelley nominated by Patty, seconded by Sharon – all agreed

c. Operating Committee: Norma nominates Anne as chair of this committee, Beth seconded and all agreed; Anne sees the committee as jointly performing many functions usually associated with ED role (implementation) and will focus on coordinating operations of the organization through operational planning, status reporting, cross-committee communication and elevation of issues to the BOD level as necessary (BOD will be gradually be shifting focus from implementation issues to policy making). Have identified 12 committees that could be represented and have found representatives for 8 of these committees. Thank you to Anne for taking on this large and very important job in addition to her BOD duties.

d. Annual Meeting: scheduled for December 6 at 9pm EST; looking into using free-sharing as a mode for this meeting rather than FreeConferenceCall – there is a member who is an event-planner that will work with Patty to set up the format for this meeting; Anne has put together a powerpoint presentation for the meeting which everyone agrees looks very good – just need to plug in the numbers including statistics from all BCs who are working in the field (Anne will post a request to the BCs)

e. Schedule next Board Meeting; request to do a daytime meeting instead of evening as some members cannot attend evening meetings; decided on Sunday, March 4, 4pm EST. If there is a problem, we could reschedule for later that month.

VIII. Comments and questions from Voting Members

Suzanne is still here and has no questions, just wanted to attend the meeting; she is part of the education committee and says that we have many folks in the pipeline; Rebecca is doing a great job keeping things organized

What is being done on the BC Guide? – nothing being done presently, but ideas are coming out of the BC list – will eventually come out of the volunteer support group and Anne has recently identified a few people who can start working on it again.

Patty asks about the volunteer support group – Anne explains it is responsible for providing support, both written in the BC Guide and through direct question and answer to the support group.

Still working on a rep for the online communications committee – Anne will speak with Cathy tomorrow; Patty says that the website work done during group calls twice a week is a lot of fun.

Gail congratulates us for a great first year and best wishes for the next; the BOD thanks all volunteers for their support this past year – Breastfeeding USA would not exist without the work of the volunteers; an upcoming article for Midwifery Today will expose us to a greater number of folks, hopefully bringing in more members and

volunteers. Patty thanks the education committee, in particular Rebecca, for doing an enormous amount of work and there are now about 75 women in the accreditation system at this time.

Annual meeting: required and we will do it online as able; hoping for a face-to-face meeting in the next year or two, perhaps in conjunction with a conference. We also hope to do some regional events as well. Will need to support our BCs as they move towards putting on such events – Norma just did our first one.

Nancy M. is pursuing with IBLCE the possibility of time spent working as a BC counting towards contact hours for sitting the exam – need to get our comprehensive course done so can show that to IBLCE.

Thanks to Norma for stepping in as acting President for the past several months.
Meeting is ended at 10:10 pm EST.