

## **Board Memo for August 2012**

**Transformation Project:** The biggest news in the organization is the resounding success of the Indiegogo campaign, which raised \$14,000! We want to thank everyone who participated, donated, tweeted and mentioned the campaign on Facebook to their family and friends. The logo swag was a very popular thank you item. Now Erica Grossman and Nancy Mohrbacher have the task of mailing all the swag gifts to our donors and include 130 thank you letters from donor manager, Gail Gesley. Thanks ladies for your work before and after the campaign and to Ali Kulencamp and Cris Duenas for tying Indiegogo into our social networking outlets of Facebook and Twitter.

**Website Upgrade:** A small group is discussing the needs and desires of the organization concerning the upgrade to Drupal 7 and the redesign of the website, in order to put out an RFP (Request for Proposal) to receive bids on the website development. We're keeping our fingers crossed our budget amount will be enough to transform our website from plain and nice to fabulous and engaging.

**Board Meeting:** During our recent board meeting on August 21, changes to the organization budget were ratified to reflect the income from Indiegogo and related website and promotion related expenses. That budget has been submitted to the Operating Committee members for use in determining their own committee spending. The second agenda item during the board meeting was the first reading of proposed changes to the bylaws that were presented on the Volunteer's Yahoo Group in the [July Board Memo](#). Please see the [minutes](#) of the meeting for more information.

**Board Memos and Policy Manual:** Keeping with our goal to improve communications and make it easier for our volunteers to access organizational information, we have created two new pages on the For Volunteers section of the website. Text of all approved policies has been incorporated into the [Breastfeeding USA Policy Manual](#). Several new policies are being drafted by the Operating Committee for approval by the Board of Directors. As these are approved and announced here, they will be added to the website pages. The [Board Communications](#) page provides an easy archive for Annual Meeting minutes, minutes of official meetings of the Board of Directors, and our monthly Board Memos (including this one!).

**Inclusion of LGBT Members:** Most of you may be aware of the controversy surrounding a Canadian transgendered man, Trevor, who was denied from applying to become a La Leche League Leader. Questions and comments were posted on our own member's chat list, several blogs, and Facebook pages about Breastfeeding USA being an organization that might accept a transgendered breastfeeding man as a Breastfeeding Counselor (BC) candidate. In response to direct inquiries, Breastfeeding USA Board of Directors members affirmed that excluding any breastfeeding person from applying to become a Breastfeeding Counselor was contrary to our spirit of inclusion. Breastfeeding USA has and will continue to consider every Breastfeeding Counselor application on an individual basis without prejudice.

**Welcome New Board Members:** The Board of Directors sincerely thanks our Elections Committee -- Ali Kulencamp, Sara Spalding, and Krista Cornish Scott -- for their work in conducting the recent election for open positions on the Board of Directors. We congratulate Carol Kelley on being elected to a second term and congratulate and welcome new Board Members Carol Delaney and Lisa Wilkins. Thank you also to all voting members who participated in the election.