

Monthly Board Memo

April 2, 2012

Happy springtime to you! While some of us are enjoying lovely warm days and seasonal blooms, others are experiencing, rain, snow and hail storms, tornadoes, and spring flooding. Wherever you are though, Breastfeeding USA is here to support you in our work with mothers and babies and one another.

Article in Midwifery Today

The March issue was all about breastfeeding, and Breastfeeding USA was represented in a great piece co-authored by Nancy Mohrbacher and Sharon Knorr, titled "Breastfeeding Duration and Mother-to-Mother Support." It's available to subscribers only, so I'm sorry I cannot provide you a copy to a link. Thanks Nancy and Sharon!

New Policies

The board approved two new policies this month. The first clarifies the Breastfeeding USA statistics reporting requirements and the consequences for not reporting, and the second is the volunteer membership policy. It is our hope that with a clear policy in place, our BCs and other volunteers will take more seriously their responsibilities to be accountable to the organization. It is our desire to implement these policies fairly across the organization, no matter the position the volunteer holds.

Mother's Survey

The PR survey for mothers has had an outstanding response. At this writing there are over 2500 responses! Nancy Mohrbacher and the Publicity and PR Committee will be compiling the results and sharing them with us all. The purpose of the survey is to have a better idea of how to brand Breastfeeding USA to mothers, and how to better meet their needs.

New Front Page.

We have a new website front page. Check it out BreastfeedingUSA.org.

Volunteer Opportunities:

Several committees could really use more volunteers. If you are looking to expand your participation within the organization please contact Volunteer Support to match your time, talent and interest with the right job for you. We are looking for more writers for the sections of the BC Guide, help with Finance, Membership, and Funding & Development and Website to name a few. Full information about volunteer opportunities including job descriptions is available on the website [HERE](#)

BC Reporting:

There seemed to be a misunderstanding concerning reporting of BC activity. The Volunteer Support Committee would like to hear from each BC, even those not working in a Community Chapter yet. If you have not done so yet, please log into the Community contact Activity Report CCAR Survey. If you are an accredited BC, please keep in touch monthly.

Elections Committee:

Sara Spalding and Ali Kulenkamp of Indy Breastfeeding Moms Chapter have agreed to co-chair the Elections Committee. You will be hearing from them soon with more information about the fall election. Thanks Sara and Ali for taking on this important committee role. We look forward to a smooth running election for the three available positions on the Board of Directors.

Board Meeting Agenda

Below is the draft agenda for the upcoming Board of Directors meeting, scheduled on Wednesday April 4, at 9:00 pm Eastern. We hope that you will join us via a conference call. There will be time for questions and comments at the end of the call. Members may listen in on the meeting, but are not participants until the open forum.

1. Call to order and welcome
2. Approval of this agenda and call for additional items from the floor
3. Announcements
4. New Business
 - a. Financial Report by Treasurer
 - b. Operating Committee progress report
 - c. Update on the Comprehensive Course Development
 - d. First PR Survey Update

Open forum with Voting Members

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Patty