

News from the Board of Directors

June 20, 2012

When reading these memos from the Board of Directors, it may seem a bit like Garrison Keillor of NPR's *A Prairie Home Companion*, where he tells what's going on in the fictional town of Lake Wobegon Minnesota. "Where all the women are strong, all the men are good lookin' and the children are... above average." He often starts out by saying, "It's been a quiet week, here in Lake Wobegon." And he runs down what the people are doing, and what's going on at the high school, the local churches and the Chatterbox Café. So, let's begin by saying...There's never a dull moment in the organization of BfUSA, and it's certainly not a quiet couple of months.

The Board of Directors met for the first ever face-to face meeting in Silver Spring Maryland, June 1-3. It was wonderful to put faces with names, voices to faces, and expressions with words. We began with a meet and greet on Friday evening with eight guests of the Board, coming together to learn more about Breastfeeding USA, and meet the Board members. BCs Kathy Kerr and Cris Duenas joined us, along with other founding members, and even a BC Candidate. Three toddlers and a teen added to the festivities. Beth Lichy was an extraordinary host for the entire weekend. We left feeling energized and at last connected to one another. Thank you Kathy for picking up and driving us to the airport, and also opening your home.

The Social Networking Workgroup is active with a new team of volunteers. Team leader, Cris Duenas, along with Norma Ritter, Ali Kulencamp, Susan Chanse, Beth Lichy, Lisa Wilkins and Patty Jacobs, will be posting daily to both Facebook and Twitter. Chapters that would like their events announced should send an email to SocialNetworking@BreastfeedingUSA.org. The number of 'Likes' to Facebook has surpassed our year end goal of 3000, and is now at over 3100, with over 840 followers of Breastfeeding USA Twitter. There are opportunities to join the Social Networking team...It's lots of fun! Contact SocialNetworking@BreastfeedingUSA.org today.

We hope you all opened and read the latest issue of **Horizons**. Here's a snippet from the article from our Public Relations Committee.

The Breastfeeding USA Transformation Project will fund the creation of the unique branding our organization deserves, including exhibit materials, brochures, and website upgrades. We plan to enlist financial support outside of Breastfeeding USA by using an Internet crowd sourcing

site called [Indiegogo](#). Donor gifts will be provided, and members will get first notification of special gifts at the various donation levels. Stay tuned for details!

We were thrilled to get the news that Breastfeeding USA had been accepted as members of the **United States Breastfeeding Committee** (USBC). Beth Lichy and Nancy Mohrbacher will be our representatives and attending and exhibiting at the USBC conference in August.

World Breastfeeding Week will be here before we know it, so please be considering your Chapter's involvement in your own community. The theme for Breastfeeding USA is *Planning the Future of Mother-to-Mother Support*.

Special Announcement made during the Board of Directors Meeting. Drum roll please...

Where would we be if it were not for our dedicated volunteers? You are the reason we have come so far in getting Breastfeeding USA off the ground. You are the reason we are able to fulfill our mission. One of our volunteers suggested to the Board of Directors that we institute a volunteer award program. In fact, she nominated a very worthy woman as volunteer of the year. The entire board enthusiastically agreed with this nomination.

It gives us great pleasure to award our first Volunteer of the Year award to an exemplary Breastfeeding USA Counselor, **Rebecca Ruhlen** of North Carolina. Rebecca has worked tirelessly in the Education Program and coordinates the communication with our Breastfeeding Counselor Applications as the Application Review Team manager, and represented those volunteers on the Operating Committee. We thank Rebecca for her contributions, of time, talent and wisdom. It's been our pleasure to work with her.

With sincere appreciation to all our volunteers,
Patty, Norma, Nancy, Beth, Anne, Sharon and Carol
Board of Directors, Breastfeeding USA