

Board Memo, Dec. 31, 2012

Dearest Volunteers,

As the second year of Breastfeeding USA draws to a close, the Board of Directors wishes to extend our sincere appreciation to you for being an integral part of the many successes of Breastfeeding USA. More babies are being breastfed, and more mothers are reaching their breastfeeding goals because we exist as an organization to inform, support, empower, and advocate for them. Each of you contributes to our mission, either through direct contact with mothers, or by supporting those who do.

For your selfless service in support of our mission, we thank you and wish you a very Happy New Year.

Your Board of Directors

The 2012 accomplishments achieved because of your contributions:

- Facebook reached over 5580 "Likes," and Twitter connected with over 1360 followers.
- Breastfeeding USA applied for and was accepted as a member of United States Breastfeeding Committee.
- Public Relations Committee conducted a comprehensive Branding Survey.
- The lovely and modern logo design and tagline, "Empowering you with mother-to-mother support" was completed and launched in July, 2012.
- Indiegogo Fundraising Campaign surpassed its goals and brought national attention to Breastfeeding USA.
- The organization exhibited at ILCA conference in Orlando and at the USBC conference in Washington, DC.
- Breastfeeding USA applied for and was accepted as a provider of volunteer contact hours with IBLCE.
- Volunteer of the Year was awarded to an exemplary Breastfeeding USA Counselor, **Rebecca Ruhlen** of North Carolina.
- An article on breastfeeding, co-authored by Sharon Knorr and Nancy Mohrbacher, was published in *Midwifery Today* titled "Breastfeeding Duration and Mother-to-Mother Support."
- Editorial Review Board added 11 articles to the website.
- The Comprehensive Course was opened to Candidates.
- A BC Support team was organized, and Chapters were divided into regions.
- The BC Guide was completed and presented to BCs on the website.
- The Volunteer (BC) Support Committee rolled out the new Chapter Contact Activity Report (CCAR).
- The Operating Committee completed the Volunteer Management section of the Policy and Procedures Manual.
- The first face-to-face meeting of the Board of Directors was held in Maryland.
- The Board approved the Whistle Blower, Continuing Education, Volunteer, BC Reporting, and the Advocacy and External Relations Policies.
- The standing Grievance Committee was formed and the members wrote their committee policies.
- The Board appointed Sara Spalding as Compliance Officer of the Organization.
- Security procedures were enacted through the Operating Committee to protect the intellectual property of the Organization, including Facebook and all Yahoo groups.
- The organizations Bylaws were updated.