



Breastfeeding USA

Meeting of the Board of Directors December 1, 2013

The meeting was called to order by Patty Jacobs. "I'd like to call this meeting of the Board of Directors of Breastfeeding USA to order. Please note the date is December 1, 2013 and the time is 5:05 pm Pacific Standard Time.

My name is Patty Jacobs, acting as president of Breastfeeding USA

I'd like to welcome our two newest members, Ali Kulencamp and Genevieve Colvin to the board. And to welcome back for her second term, Sharon Knorr. We were fortunate to have such a talented slate of candidates for members to choose from. I want to also thank Cris Duenas and Ginger Gorell for running. I'm only sorry that there were not 5 positions available to bring on everyone wishing to serve, onto the board.

The board officers have been selected for this next term.

Returning as Treasurer is Carol Delaney.

Jennifer Olynyk is serving as Secretary

Lisa Wilkins will serve as Vice President

And I will serve on an interim basis as President

Outgoing board members are both founders of Breastfeeding USA and continue to serve on various committees. Norma Ritter and Beth Lichy, you each have my gratitude and respect and well wishes for your future endeavors helping mothers and babies.

"Jennifer Olynyk will now take roll. Board members, please respond affirmatively."

Jennifer Olynyk did a verbal roll call – all Board of Directors were present.

Genevieve Colvin motioned to accept the agenda; the motion was seconded by Sharon Knorr and the motion was carried unanimously

Sharon Knorr motioned to accept the BOD minutes from the March meeting; the motion was seconded by Carol Kelley and all votes were in favor of accepting the minutes as they stood.

The Treasurer, Carol Delaney presented the following: Breastfeeding USA's tax return has been filed with the IRS.

It will soon be available to the public at our website.

We have just achieved our first anniversary managing our accounting in Quickbooks software. Quickbooks was identified as our best option and purchased through TechSoup last December.

At the time of purchase our brand new Bookkeeper, Ginger Gorrell, advised on the selection of QuickBooks and then set to work completing the recording of our first and second quarter financial transactions. She completed a tremendous amount of the work during the 2012 holiday season so that the Board received its first QuickBooks generated financial statements in January 2013.

We are lucky that Ginger embraced Breastfeeding USA's mission and donated her much needed talents to the organization. Ginger and I work well together and one of the reasons I am pleased to serve another term as Treasurer is that I get to work with Ginger for another year.

Quickbooks makes the presentation of a comparison of last year's and this year's first quarter very easy to generate. This Googledoc contains both a simple first quarter Balance Sheet and Profit and Loss Statement and a comparison.

I'd like to draw your attention to the comparison of membership and contributions figures because both are up.

Patty Jacobs added the link to the agenda so that all members can access it if they so desire. Patty also shared that she felt the bookkeeping system is working efficiently. She also appreciated the comparison with last year's 1st quarter. Genevieve C. asked "Where membership dollars are noted on the form?" She was able to find it and was directed further by Carol D.

The motion to accept the financial report was made by Carol Kelley, Lisa Wilkins seconded the motion and it was unanimously accepted.

Gail Moak presented the idea of **Giving Tuesday** – she explained the idea of a day that allows people to give back after two big days of shopping. It is not technically a fundraising campaign, but talking about ways to globally give back. We will use Social Media to spread the word and it will come out in Horizons tomorrow morning. Genevieve C inquired about whether more information could be included in the issue tomorrow am; it was explained that at this point, the newsletter is almost complete and has cleared our Editorial Review Board.

Team, We got Your Back Babe report:

The closing of the event was Nov. 20th. The funds will be distributed to Breastfeeding USA, when the final expenses are accounted for. The expenses are shipping of the swag, and water bottles. Total funds raised was, \$14,550. Our portion will be 40 % after expenses.

Rebecca Ruhlen was the grand prize winner, for raising the most amount of money by the Oct. 30 end of the event. Rebecca raised \$1,330. She responded to an email from Danielle Rigg with Best for Babes with the following note:

Thank you, Danielle -- and everyone who helped make the campaign such a success. I really had so much fun and gained so much positive energy for my own self-care during the campaign. I can't remember the last time I was involved with such a win-win project.

Ali Kulencamp, Gail Gesley, Susan Penrod and myself were the representatives for Breastfeeding USA, and Taylor Etchison was the graphic artist who designed the Tee shirts, logo work and did all the memes. Best for Babes had 4 volunteers as well, with Danielle Rigg doing the majority of work on their end of things.

Once everything is finalized, our part of Team, We Got Your Back Babe, will give a full report, including a recommendation on whether or not the organization would want to do this next year. Our contract expires when the funds are relinquished to Breastfeeding USA.

Genevieve C explained the Family Leave Act that has US Surgeon General – one of her pieces is paid maternity leave. In CA, they have been having paid maternity which doubled the length of breastfeeding in families who take advantage of the leave.

The national act is FAMILY – which would mimic and extend FMLA, allowing paid insurance. Will be introduced by Senator from NY. USBC has asked its member committees to sign on to the bill. It would be a small shared cost via employees and employers. Genevieve is asking for us as an organization to sign on to the act. Patty called for any discussion of the FAMILY act by the BOD. Sharon K asked how long the act has been in place in California and what the implications are on a federal level – Genevieve responded that the act passed in 2002 and was fully implemented in 2004. There have been no complaints in CA, as a large piece of it is payroll deduction. Patty asked for motion to support the FAMILY act. Genevieve motioned for BFUSA to take action and support the bill as written, Carol Kelley seconded and it passed unanimously.

Sarah Harding provided Jennifer Olynyk statistics on Candidate Tracking. We have had 58 newly accredited BCs, 50 via the comprehensive program and 8 via the accelerated program. Jennifer reported that since January we have had 132 new applicants to the program. Some discussion on welcoming new BCs with Horizons.

Genevieve asked if we could put the org chart up on the website so it is more easily accessible.

There were no further questions and the board meeting was officially closed at 6 pm. Motioned by Jennifer Olynyk, seconded by Sharon Knorr, all in favor. Meeting was adjourned at 6:01pm PST