

NDDA Summer Board Meeting
July 20, 2011
12:30 -5:00 p.m.
Environmental Training Center
Bismarck, ND

President Brooke Fredrickson called the meeting to order at 12:30 pm.

Roll Call: Brooke Fredrickson, Sue Grundstad, Linda Bartholomay, Deb Strand, Michele Fundingsland, Amy Davis, Anne Bodensteiner, Connie Hofland, Amanda Beadell, Kristin Leibel, Meredith Wagner, Natalie White, Larissa Musgrave, Kelly Fisher, Becky King, Carrie McLeod, Olivia DeLeon, Concordia Student, Alyssa Wiegandt, NDSU Student. Char Heer arrived at 2:00 pm.

Approval of Agenda: Brooke added an item, List Serv Policy, under new business. Larissa Musgrave moved to accept the agenda with the additional item and Kelly Fisher seconded. Motion carried.

Approval of Minutes from April 20, 2011 Board Meeting: Linda Bartholomay moved to accept the minutes as written, Deb Strand seconded. Motion carried.

Correspondence: President Brooke Fredrickson reported on three items.

1. ADA has requested that all members complete the ADA Membership survey, which is on our list serv and also on the ADA website. NDDA will also receive information from the ND Dietitians who complete this survey.
2. ADA has sent a letter stating the Dietary Managers have voted on a name change which will be effective January 1, 2012. Their name will now be Association of Food Service and Nutritional Professionals.
3. NDDA received a thank you card from Pat Anderson for the gift certificate.

Board Reports: President Brooke asked for any updates to the Board Reports. None were noted so Board Reports stand as is.

President – Brooke Fredrickson

- 1) Set up summer board meeting / leadership retreat
- 2) Attended public policy panel conference call on July 12th
- 3) Appointed Deb Strand as ND Licensure Board Liaison
- 4) Will complete Principles of Affiliation by August 1st.

Treasurer's Report – Char Heer

Treasurer's Report as of 7/13/11

NDDA Checking Account Balance :	\$43,905.73
The Value of the Alerus CD as of 6/8/11	\$19,556.95
The Value of the Alerus Money Market Account as of 6/30/11	<u>\$4700.99</u>
Total assets is:	\$68,163.67

Most current budget comparisons and Convention Income/Expenses Report will be distributed at the Board Meeting.

2011 Convention

Revenue from registration:	\$14,043.75
Revenue from Sponsorships:	\$12,650.00
Expenses:	<u>\$11,195.34</u>
Profit	\$15,498.41

House of Delegate Report - Bonita Hoverson

I have included the Mega Issues list which was prioritized at the Spring meeting, the associate category information and the HOD Fact Sheet which summarizes the outcomes of the Spring Meeting. There is more information available on the ADA website for anyone interested in the topics to be discussed at the Fall Meeting.

The Fall 2011 House of Delegates will begin Thursday, September 22. The mega issues dialogues will occur on Saturday, September 23 and Sunday, September 24. The topics for the meeting are (1) Summit on Future Practice, Credentialing and Education Report; (2) Nutritional Genomics Update; and (3) Licensure.

Mega Issues List Prioritized May 2011

1. Education/Training of Future Practitioners; Alternate Pathways to Practice; Lack of Internships.
2. Strengthen Image; Branding of Profession.
3. Inclusion of RD in Health Reform.
4. Documenting Outcomes (cost-savings); Outcome Measures; Evidence-Based Practice.
5. Reimbursement Issues; Legislation/Regulation Related to Practice Opportunities.
6. Corporate Sponsorship.
7. Food Systems
8. Licensure; Scope of Practice Issues; Public Policy Education/Training for Students and Members.
9. Inclusion of the DTR.
10. Collaboration (internal and external).
11. Informatics/Social Media/Technology.
12. Diversity.
13. Expanding Borders/Non-Traditional Roles; Food Industry; Hybrid Positions (community/clinical).
14. Membership Recruitment and Retention.
15. Foster Leadership to be Competitive.
16. Nutritional Genomics.

ADA Associate Program: Talking Points June 2011

- Following an extensive dialogue and a thorough review of available data, including information from other organizations, the House of Delegates approved the "ADA Associate" category, effective June 1, 2011.
- ADA Associates are required to hold a minimum of a bachelor's degree granted by a U.S. regionally accredited college or university or foreign equivalent and the appropriate degree, and training, certification or license in one of a number of professions, including Certified Health Education Specialist (CHES), Pharmacist (RPh or PharmD), Physician (MD, DO), Registered Nurse (RN), School Nutrition Specialist (SNS); Certified Dietary Manager (CDM). (This is not a complete list)

- Those eligible for the new ADA Associate group do not have voting privileges, cannot hold elected office in ADA nor can they post to member blogs. The Associate category has tightly described rights and qualifications.
- Associate dues for Fiscal Year 2012 are \$232 plus a one-time \$25 application fee.
- This new category is expected to facilitate ADA's ability to collaborate with practitioners in other health related disciplines and to strengthen relationships with external organizations, advancing both the registered dietitian brand and ADA initiatives.
- ADA estimates 100 Associates will join in the first year, increasing to approximately 336 by Year 5.
- ADA envisions both tangible and intangible benefits from the new Associate category, including:
 - o Greater awareness of and appreciation for ADA's RD and DTR members
 - o Enhanced brand recognition
 - o Increased demand for and utilization of RD and DTR services
 - o Enhanced awareness of the profession and its unique role in food, nutrition and health
 - o Enhanced support for ADA's public policy efforts
 - o Greater visibility for ADA members with consumers (untapped markets)
 - o Increased attendance at DPG, MIG and affiliate meetings
 - o Increased non-dues revenue (application fee would ensure cost neutrality)
- Numerous organizations similar to ADA offer some form of membership to their like-minded colleagues. Collaborations of individuals and groups from varied backgrounds and perspectives enable us all to establish a shared vision and accomplish shared goals.

Outcomes of the Spring 2011 HOD Meeting HOD Fact Sheet

**House of Delegates
2011**

May

The Spring 2011 Virtual HOD meeting took place April 31 – May 1, 2011. Delegates and an additional 30 interested members which included the ADA Board of Directors convened in a Web based environment to discuss two mega issue topics: mega issues identification and market place relevance. The Backgrounders on both topics are available on the ADA Website (www.eatright.org/hod). Prior to the meeting, delegates conducted discussions with members regarding these issues. Delegates also continued a nine month discussion on the proposal regarding the addition of an association membership category. This fact sheet provides a summary of the outcomes of activities.

Mega Issue Identification

Delegates began the process of identifying mega issues by discussing with members in advance of the meeting the future for the profession in the future. Meeting participants watched the video Did you know?

(<http://www.youtube.com/watch?v=6ILQrUrEWe8&feature=related>) which demonstrated the fast paced changes in our society. Delegates identified



17 issues that were of strategic importance to the profession. During the month of May, delegates prioritized so that the issues of most importance could be identified. Top issues identified included: education/training of future practitioners; alternate pathways to practice; lack of internships; strengthen image; branding of profession; reimbursement issues; legislation/regulation related to practice opportunities; and inclusion of rd in health reform. The full list will be available on the HOD website (www.eatirhght.org/hod > Mega Issues List). The House Leadership Team will use this list to determine topics future HOD Meetings. This list can also be used to identify continuing education topics for affiliates and Dietetic Practice Group meetings or programs of work.

Market Place Relevance

The pre-meeting presentation, *Competitive Analysis of the Dietetic Services Market*, is also available for members. This recorded webinar reviewed competition/professional encroachment concerns, marketplace trends, and ascertained the future competitive landscape. This presentation was required viewing for all meeting participants in order to prepare for the Market Place Relevance Dialogue.

During the Market Place Relevance Dialogue Session delegate recommendations were created on how Registered Dietitians and Dietetic Technicians, Registered could create more opportunities and be more nimble and proactive. Individual options and alternatives for personally evolving for the future were identified. Some of the opportunities identified include: use skill set to step into other venues; be involved in local/state legislature, market ourselves of evidence based professions; and collect outcomes data. A consolidation of initiatives to create more opportunities is available

Associate Membership Category

The House of Delegates approved the establishment of the Associate Category as outlined in the revised HOD Proposal presented on February 22, 2011. The Member Value Committee (MVC) has been notified of the outcomes of this vote. The MVC will report an implementation plan to the House of Delegates by fall 2011. This initiative, which has been a long time coming presents a tremendous opportunity to allow like minded collaborators to join ADA. In this age of accessing information electronically the ADA will be in a positive position to be THE provider of reliable quality information by becoming the membership organization that provides these resources.

Other Pre-Meeting Activities and Resources

Delegates received updates from the ADA President, Judith Rodriquez, ADA Treasurer, Kathy McCluksy and the ADA Foundation Chair, Judith Dodd. Members can listen to recordings of all updates and view their slides by visiting www.eatright.org/hod > Spring 2011 MEETING > Meeting Materials. All HOD committees have also submitted their Spring 2011 reports. These are also available on the Spring 2011 HOD Meeting site.

To learn more about the House visit www.eatright.org/hod or contact your delegate.

Delegate Contact Information: bonita.hoverson@ars.usda.gov

State Policy Representative – Amanda Beadell

I want to start off by saying thank you to NDDA for sending me to the leadership institute. It was the best conference I have attended! I learned valuable tools that I hope to use during my time with NDDA and as I grow in my career. While at the conference I was able to network with many other members of Public Policy Panels and learn how they are functioning within their states.

Following the leadership institute the Public Policy Panel started holding monthly meetings as a team. We are working on scheduling appointments with Congressmen Rick Berg and Senator John Hoeven to discuss health care reform and how dietitians can play a vital role in preventive services. We continue to follow health care reform with in the state and are planning ahead for the special session in November. While at the leadership institute ADA continued to stress the importance of fundraising for ADAPAC so we can financially support the members of government who support dietetics.

Media Representatives – Sherri N. Stastny and Jo Marie Kadrmas

Spring activities were completed including press releases for April NDDA awards. Awards were published in various media including the Bismarck Tribune and It's Happening at State (NDSU).

Summer media activity included an interview with WDAY regarding the latest report on obesity from the Trust for America's Health/Robert Wood Johnson Foundation (based on CDC stats). A "mention" got included in a Fargo Forum story for choosemyplate.gov. The story was released as an AP news release Friday, July 8.

In order to position the dietitian as the nutrition expert, especially with impending changes among the title of North Dakota's Dietary Managers, it is imperative that NDDA moves forward with advertisements for 2011-2012. The media team aims to produce a television ad this fall, for release in February and March, during National Nutrition Month. The team would also like to position billboards around the same time, in strategic markets, including those with the greatest population density for greater impact (Bismarck, Fargo, Grand Forks, and Minot).

In order to start production for television, the budget needs to include \$3,025.00 for television ads and \$4,000.00 for billboards, depending on number of locations and length of time posted.

Greater Grand Forks Dietetic Association – Ellen Doeblen

Convention evaluations were good, food comments were positive, and "Resource Fair" went well. The social hour, 5k, and donor prizes were great. A downside was the registration process- a registration website was helpful, but kinks need to be ironed out next year for possible online payment rather than mailing in paper registration form and check.

BMDA Spring Board Report – Kristi Miller

BMDA had our last meeting of the year on May 10th, 2011 at Fiesta Villa. At that meeting, we celebrated the successful year and announced our new slate of officers for the 2011-2012 year. President is Amanda Beadell, President-elect is Shelley Porter, Secretary is Megan Myrdal, and Treasurer is Char Heer. At our May meeting we also were able to present Pat Aune, Land Grant Director at United Tribes Technical College, the Golden Grains Award on behalf of NDDA. We will not be having any meetings during the summer months and will resume our meetings again in September.

Fargo Moorhead District Dietetic Association – Natalie White

We will be hosting the NDDA Annual Convention on Tuesday and Wednesday April 24-25th at the Ramada Plaza in Fargo.

The NDDA Business meeting will be held at the Ramada the evening of Monday, April 23rd.

Ramada Plaza

1635 42nd St S

Fargo, ND 58103

We are still forming our committees, so for now, if anyone has questions they can contact me. I will be a co-chair, along with our past president, Meredith Wagner.

Natalie White

3535 8th St E

West Fargo, ND 58078

217-377-9179 cell

Old Business:

- a. NDDA Annual conference Reporting: President Brooke reported for Ellen Doeblen that the report is in the Board Reports. She reported that the convention profit was very good. Many local speakers were used to help reduced costs. One comment, online registration will be improved. Final attendance was 103 with about 25 students. Meredith/Natalie reported that the Spring Conference in Fargo will be April 24/25 2012 at the Ramada Suites/Inn. The Board Meeting will be held April 23, 2012. Discussion was held on the handouts/possibly put them on our website. Committees are beginning to meet at this time.
- b. Bylaw approval from membership: Kelly reported that the bylaws have been revised and will be sent to the full membership by email/survey monkey for approval. The email will be sent in August 2011.
- c. National Nutrition Month TV ads: Jo Marie and Sherri were unable to attend, so President Brooke reported that the Media Committee is asking for \$7025.00 for Billboards and TV Ads for NNM for 2012. Discussion held on best use of funds/best practice for media. Kelly had the old ads which were viewed. Sherri joined the discussion by phone. All felt needed an update. New ads were found on the ADA website and a question will be sent to ADA to see if NDDA can use those with our logo/etc. Billboards were discussed and most felt that they were not media effective for the money. Larissa Musgrave made a motion to increase the 2011 Media Campaign budget an additional \$4,000.00. Amanda Beadell seconded. Motion carried.

New Business:

- a. State Licensure Liaison position and training. President Brooke reported that Deb Strand has been appointed to the position of State Licensure Liaison, which will also be a member of a new ADA council, CLEAR (Council for Licensure Enforcement and Regulations). Deb will attend a training conducted by ADA to get more information on the position. ADA will cover all costs and Deb will report back to the Board. This will be a non-voting position and will be added to our policy manual.
- b. Awards Chair position: President Brooke reported that current chair, Laura Russell will be leaving the state and the position will need to be filled. President Brooke asked the nominating committee to go through their lists of volunteers. President Brooke also brought up the

scholarships for college students. Discussed giving scholarships to each college and possibly increase the amount. Kelly Fisher made a motion to increase the dietetic student scholarships of \$500 to each of the 3 universities, NDSU, UND & Concordia, for a total of \$1500.00. Deb Strand seconded, motion carried.

- c. Eat Right, Play Hard/NDSU: President Brooke reported that NDSU/Julie Garden Robinson is requesting funding for the Eat Right Play Hard program. Previous funding of \$1000 was given to the program. Kelly Fisher made the motion to spend \$1000 to support the Eat Right Play Hard program. Seconded by Becky King. Motion carried.
- d. Affiliate Challenge: Anne reported that NDDA currently has 305 members that are active, or retired. 47 are students. 59 members have non-renewed. ADA is sponsoring a contest in increase the number of active members. For every new or re-signed member, NDDA will be eligible for a prize. Each new or resigned member needs to use the code found on the form on the ADA website. A question was asked if student to active members could be counted and yes they can be. The deadline is 10/31/2011. President Brooke asked requested that each District President check through their membership and asks nonmembers to join ADA. President Brooke requested that \$100 be given to the larger Districts and \$75 to the smaller Districts for recruitment.
- e. Public Policy Update: Linda reported that their committees are planning to meet and discuss job descriptions and contact Representatives soon. Connie Hofland also reported that Health Care Reform will be a big issue and the Interim Session will soon begin work. Committee's objective is to get nutrition specifically mentioned with essential health benefits. Also discussed is what ADA is doing on a national level for essential health benefits. There is a timeline for HCR implementation on line. Please check the Interim Committee to see if a representative from your district is a member. Discussion then centered on asking Insurance Companies to cover specific services. Kelly and Linda volunteered to provide a sample letter that they have used to received services. Scheduling a meeting with BCBS about reimbursement issues is planned. Possibly using hypertension as a beginning ground. The Public Policy will continue to work on these issues.
- f. Treasure's Report: Treasurer's Report as of 7/13/11

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Other discussion was on the amount that ADA requires in reserve. Char had checked an and one year's funding must be in reserve. NDDA's budget is \$34,500.00. That amount must be kept in reserve. Char also reported that our CD gained \$200 in interest this year. Larissa moved to accept the Treasure's report, Kristin Leibel seconded. Motion carried.

- g. Upcoming Meetings: President Brooke asked the Board their preferences for next meetings. Pat Anderson will send an invitation by email.
- h. List Serv Policy: Char and Brooke reviewed the NDDA list serv policy as a reminder. Board recommended that the policy also be in the Dietetic Update.
- i. Fuel Up to Play: Char gave the Board information on the Fuel Up to Play program, which is looking for support from groups like ours. It is already supported by the ADA and USDA. The program is a student driven program to support healthy eating and 60 minutes of play. 85% of ND schools are doing some part of the program. Each school can ask for funding for a kick off program. Michelle Fundingsland moved that NDDA support this program, seconded by Kelly Fisher, motion carried.

Announcements:

- a. Next Meeting: The next meeting will be mid October.
- b. All Dietetic Update articles are due by August 5th.
- c. Please send all Budget requests to Char by September 1, 2011. She will send out forms to all Board members.
- d. FNCE: President Brooke asked which Board members will be attending. Becky, Brooke and maybe Connie will be attending. Amanda, Larissa expressed their thanks for attending the PP Workshop this summer.

Meeting was adjourned at 4:40pm.

Respectfully submitted,

Sue Grundstad, NDDA Secretary