

**NDDA Fall Board Meeting
October 25, 2011
9:00-11:30 a.m.
Teleconference**

President Brooke Fredrickson called the meeting to order at 9:05 am.

Roll Call: Brooke Fredrickson, Becky King, Char Heer, Sue Grundstad, Kelly Fisher, Linda Bartholomay, Sherri Stastny, Jo Marie Kadrmas, Deedra Hoffart, Bonita Holvorson, Amy Davis, Anne Bodensteiner, Connie Hofland, Amanda Beadell, Kristin Leibel, Natalie White, Karina Whittman, Larissa Musgrave, Deb Strand, Meredith Wagner, Pat Anderson.

Approval of Agenda: Kelly Fisher moved to accept the agenda as presented. Seconded by Becky King, motion carried.

Approval of Minutes from July 20th Board Meeting: Kelly Fisher moved to accept the minutes with one correction, that Amanda and Larissa attended the Leadership Institute not the Public Policy Workshop, Becky King seconded. Motion carried.

Correspondence:

- a. ADA's name change will be effective January 1, 2012. It will be called the Academy of Nutrition and Dietetics. There was considerable discussion at FNCE about the name change and it is not yet known how it will affect the Affiliates.
- b. The 2012 Leadership Institute will be not be offered by ADA. ADA has decided to evaluate the institute and is also concerned about the expense of it. They hope to offer some on-line training.
- c. The Affiliate community as started their own Facebook page for presidents and vice presidents. It has been a helpful page to interact with other Affiliate presidents. It is possible that other positions will be added to the face book page.
- d. The WIC Letter that was sent by email to all board members was discussed. The ND WIC program has asked to sign on as supporters of this letter, which requests that The WIC program be excluded from any budget cuts proposed by the Joint Select Committee on Deficit Reduction. Brooke reported that ADA has also signed on as supporters. Linda Bartholomay moved to support this letter, Kelly Fisher seconded the motion, motion carried. Brooke will let the ND WIC program officials know of our support.

Reports:

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

Board Reports

President – Brooke Fredrickson

- 1) Submitted articles of affiliation
- 2) Participated in monthly public policy panel phone calls
- 3) Met with finance committee for budget planning
- 4) Submitted vendor best practice article for the affiliate newsletter
- 5) Appointed Kristina Bjerke as awards chair
- 6) Participated in conference call on the CLEAR / Licensure training with Deb Strand
- 7) Worked with Media reps on TV ad to promote the RD
- 8) Attended FNCE & Affiliate training

- a. Best practices from other states
 - i. All members automatically signed up for listserv w/ opportunity to unsubscribe
 - i. Make website useful AND user friendly
 - 1. Using FB & twitter to direct members back to the website
 - 2. Post jobs, CEU opportunities, etc. (charging for job postings)
 - 3. Don't have all info under the member only section
 - 4. Board of directors – have photo and bio of each person
 - 5. Email newsletter with link to the website
 - 6. Website needs to remain current!

Treasurer's Report as of 10/17/11

NDDA Checking Account Balance :	\$42,584.90
The Value of the Alerus CD as of 6/8/11	\$19,556.95
The Value of the Alerus Money Market Account as of 7/31/11	<u>\$4701.43</u>
Total assets is:	\$66,843.28

Refer to the proposed 2012 budget on the attached excel file.

Delegate Report - Bonita Hoverson

The House of Delegates conducted a dialogue on licensure on September 23, 2011. The House of Delegates supported the following recommendations:

1. Encourage all RD practitioners to value and promote the positive benefits of licensure for the profession by active involvement;
2. Develop standardized messages for all affiliates using the input of the House of Delegates that will promote the value of licensure. These messages will be created by ADA's Strategic Communications Team and the policy Initiatives & Advocacy Team for distribution to the House of Delegates and affiliate public policy panels.
3. Develop a toolkit using the input of HOD to educate the various stakeholders groups (i.e., credentialed practitioners, students, health care providers, legislators, regulators, consumers).
4. Request the Policy & Advocacy Team develop a detailed plan of action for addressing the motion which will be shared with the House of Delegate, affiliates and public panel panels.

The House of Delegates conducted a dialogue on interdisciplinary teams on September 24, 2011. The House of Delegates supported the following recommendations:

1. RDs/DTRs are encouraged to initiate participation on interdisciplinary teams and consider establishment of teams if not in existence that would enhance services provided to customers.
2. RDs/DTRs participating on interdisciplinary teams are encouraged to promote and demonstrate the value of these teams to all practitioners (i.e. articles, educational programs, data collection and reporting).
3. An interdisciplinary team leadership track CPE program for educating RDs/DTRs and other professional will be established. This educational programming would be model that demonstrates the profession's desire to collaborate as part of the interdisciplinary team and our leadership to provide such an opportunity to external audiences.
4. Provide educational opportunities to highlight the value of the RD/DTR team and their ability to establish and lead interdisciplinary teams.
5. DPGs and affiliates are encouraged to provide educational opportunities on interdisciplinary teams.
6. Request ADA's Professional Development Team to develop an action of plan for addressing skill development related to interdisciplinary teams based on the HOD dialogue session outcomes.

The HOD leadership team will further refine these motions after all comments from HOD members are received. Final motions including any amendments will be posted and voting will occur October 27-October 31, 2011.

Reimbursement Representative Board Report- Amy Davis

- Submitted article for the August 2011 issue of the Dietetic Update. Sample letters to advocate for MNT coverage have been posted on eatrightnd.org in the member's only section.
- Attended Healthcare Access Group lunch with Amanda and Connie on August 9th.
- Coordinated conference call held on August 18th with Public Policy Panel (PPP) and Marsha Schofield, MS, RD, LRD and Kerry Regnier, MPH, RD, LDN from the ADA Nutrition Services Coverage Team.
- Met with Ingrid Sell, from Senator Hoeven's Washington, D.C. office with Amanda and Connie on August 18th.
- Met with Representative Berg with Amanda and Connie on August 22nd.
- Attended Exchange Stakeholder meeting for providers in Bismarck with Amanda on August 30th.
- Networked with Carrie McLeod and Lori Howard regarding reimbursement issues in September. Received a copy of the North Dakota Dietetic Associations Practice Guidelines for Hypertension (February 1997). I am currently working on updating this.
- Participated in Reimbursement Representative orientation conference call facilitated by the ADA Nutrition Services Coverage Team on September 14th.
- Contacted ND BCBS to request a meeting in early November with Dr. Hanekom, Medical Director to discuss the cost-effectiveness of medical nutrition therapy for hypertension and pre-diabetes.

Nominating Committee Report – Deedra Hoffart

No names were identified or willing to consider national ADA office/elections. As we enter into the fall months, our spring elections will be right around the corner. I will be getting in touch with the rest of the nominating committee members to formulate a plan for election nominations. If you know of someone interested in running for a NDDA office, please have them contact Deedra Hoffart, Carrie McLeod, or Deb Strand. No other business to report.

Kalli Kurtenbach- New Student NDDA Rep, University of North Dakota

I recently became an administrator of the NDDA Facebook. Right now I'm exploring options for updating the page, including 30 day recipe challenges to try to promote health and cooking among other benefits. I'm also looking to possibly expand the topics on the page, to prompt thought and reaction in visitors. I look forward to becoming more involved with the NDDA and I appreciate any suggestions!

New Member Liaison – Anne Bodensteiner

October 31st marks the deadline for our recruitment challenge. Each district president received funding to help support a recruitment event in their district. In addition to financial support, each president received information on the recruitment challenge and accessing the Idea Bank from the ADA website.

We have a new University of North Dakota Student Representative: Kalli Kurtenbach will join Alyssa and Olivia as one of our three Student Member Representatives. The students and I are planning a conference call in the next few weeks to work on upcoming projects.

Media Representatives – Sherri N. Stastny (East) and Jo Marie Kadrmas (West)

1. Television ads—RD the nutrition expert

- The ads found on eatright.org are not sharp enough to broadcast on television (they would be blurry) according to WDAY; also, the ad that they recommended is 2 minutes long, which is counter to the general 30 second ad format for TV

- We have therefore started production on our own ad
- The script is ready
- Brooke Fredrickson has agreed to be our celebrity RD spokesperson
- We hope to finish taping before the holidays
- Ads would air from Jamestown East, to Pembina, Grand Forks and Minot North, as far down as SD border cities
- There would be a small amount of budget remaining for Bismarck, Dickinson and west to Williston—TBD
- Struggling with end message—find an RD has limited access to RD's, so should we advertise it?

2. Other activities

- RD cooking demonstration for Thanksgiving on WDAY/Forum blog
- Book review on fad diet to be released before holidays
- Thanks to Anne for facebook activities!

Jamestown Valley City District – Larissa Musgrave

The Jamestown-Valley City Dietetic Association met on:

Thursday, September 15 9 a.m. – noon

Jamestown Regional Medical Center

Program: Cancer Prevention through Nutrition and Physical Activity

CPEUs: 1.5 hours

Thursday, Oct. 27

9 a.m. - noon

Jamestown Regional Medical Center

Program: Appetite and Satiety

CPEUs: 1.5 hours

New officers:

Joleen Hagen as Secretary-Treasurer

Brittany Johnston as Program Chair

BMDA Report – Amanda Ihmels

BMDA has kicked off their fall with an education blast. We held a series of 4 continuing education credits in September and October from FNCE 2010. At our October meeting we held a drawing for a \$50 spa gift card, \$40 Peacock Alley gift card and \$10 BMDA membership. We have received the majority of our membership dues with a total of 27 paid members, an increase of two from last year. This year we added the option to donate to ADAPAC and ADA Foundation for 1 dollar each. We had 21 members who chose to donate.

On October 23rd BMDA will participate in an Edible Food Fashion Show. It is a fundraiser for the Bismarck Optimist Club. The Grand Prize is \$500.

We plan to increase the presence of BMDA in the public this year by holding a series of grocery store tours in March for National Nutrition Month. We are also planning to use vendors and sponsor more regularly throughout our monthly meetings.

We have an exciting year ahead of us, and a great membership to support us.

b. Treasurer's Report:

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Bonnie Holvorson moved to approve the Treasurer's Report, Amy Davis seconded, motion carried.

Old Business:

- a. The Awards Chair position has now been filled, Laura Russell had resigned due to moving out of the state. NDDA welcomes Kristina Bjerke to this position.
- b. The Bylaws were approved by the NDDA members through a survey monkey email. Kelly Fisher is working on updating the job descriptions of the board positions; please send her any updates as soon as possible.
- c. Natalie and Meredith reported on the 2012 NDDA Annual Convention, to be held in April in Fargo. They are in the process of confirming speakers, vendors and working on the agenda. It was discussed that breakout sessions are not required during the convention, depending on the specific presentations. The committee will check with Brooke and Kelly before finalizing the agenda.
- d. The State Convention Planning chair position was discussed. Plans would be to begin with the 2013 spring convention, to be held in Bismarck. Amanda made a motion to continue to go forward with a State-wide Convention Planning chair, appointed for the 2013 convention. Seconded by Becky. Motion carried.
- e. The Affiliate Challenge was discussed by Anne Bodensteiner. She reported that she has not yet received the numbers yet from ADA. Districts were asked to promote this and several of them did with prizes/etc. She will let us know as soon as she receives word from ADA.
- f. Public Policy Update: Linda Bartholomay reported on the activities of the committee and had met or has scheduled to meet with BSBC, Insurance Commissioner, and Medicaid Director. (see report at end of secretary's minutes)
Linda shared that due to increased job duties, she will be stepping down from the position but that Amanda Beadell will take over the chair position. Brooke thanked Linda for all her efforts in public policy.

New Business:

- a. The State Licensure Liaison, Deb Strand, reported on the CLEAR (Council for Licensure Enforcement and Regulations) conference training sponsored by CDR. She stated that many issues were discussed and that many states have Licensure but that CDR reports that our profession is seeing "scope creeping" which is allowing other professions to give nutrition information. NDDA had Kay Mavko, who is the guru for licensure, has reviewed our licensure law and will give a presentation to the Board/General Session at our Spring Convention. Discussed ways on protecting ourselves and the public from harm. Brooke reported that this a big topic at FNCE, discussion also centered on protecting our profession as nutrition experts. Because of the many questions, Deb Strand will facilitate a conference call on this issue, Amanda, Brooke and Deb will be on this call and others if they would like.
- b. President Brooke reported on the FNCE Affiliate training that she and Becky received. Items of discussion were licensure, technology, Web sites, Best practices and how to engage members. Details are in Brooke's Board report.

- c. ND Rural Health Day, November 17th was discussed. President Brooke received information from the Rural Health Center and was asked for NDDA's support in the celebration. NDDA discussed that information will be on our Facebook page, website and the newsletter.
- d. Char Heer reported on the Finance Committee's proposed budget for 2012. Char discussed all income/expenses. Proposed income is \$40,700.00 and proposed expenses are \$47,639.00. Char reported that we are currently under budget at this time. The Finance Committee will continue to monitor the budget. Due to the ADA Leadership Training not being held this year, Becky a made a motion to offer one free registration for FNCE and \$500 travel expenses to one NDDA member attending the Spring 2012 Convention, drawn from the early bird registrations. Seconded by Kelly, motion carried. Sherri Stastny made a motion to accept the 2012 NDDA Budget with the suggested changes as discussed, Amy Davis seconded, motion carried.
- e. Sherri reported on the Media campaign for TV ads for this spring. They have begun work on new ones, but have questions on the use of the "Find an RD" sections on the websites. Discussion followed on the need to update that section. Pat Anderson will send a blast email to all members to update or add their information by November 4, 2011.

Announcements:

- a. The next meeting will be in January, and Brooke will send out a meeting wizard to determine the best date. Meeting will again be a teleconference.
- b. Dietetic Update articles are due November 4, 2011 to Pat Anderson

Meeting was adjourned at 11:12 am

Respectfully submitted,

Sue Grundstad, Secretary