



	<ul style="list-style-type: none"> <li>• We will send out packets again with “goodies” – people liked them. What else can we include? Calendars?</li> <li>• Shall we have an ongoing campaign to sign as a member at the general meetings? Should we include a discount?</li> <li>• What are the benefits of being a member?</li> <li>• Why should people be members – what is the incentive?</li> <li>• Do we need to review/rework membership benefits in order to attract more members?</li> </ul>	
<b>Professional Outreach/CME’s</b>	<p>All locations have been set up except for the North County location.</p> <p>Need to provide a cultural competency CME – need a PhD or MD to come talk. Kathryn Dettwyler</p> <p>Can we put together a panel discussion on different cultures, i.e. Spanish, Vietnamese, east African?</p> <p>Need to set up 2008 talks.</p>	<b>NWight</b> – put the cultural CME discussion on the next meeting agenda.
<b>Professional Outreach/Online CME’s</b>	<p>Goal is to put our CME presentations on the web so that members and non-members can take the courses. This would provide an additional revenue stream. Rita’s company can support this effort for little cost to the coalition. Board voted to move forward with this initiative. Nancy had taken the information to Children’s CME Board meeting and the response was “not negative”.</p>	<p><b>RAllen-</b> Research CEUs online</p> <p><b>RAllen</b> – put together next steps for next board meeting</p> <p><b>RAllen</b> – send Nancy an electronic copy of her company’s introductory letter so that she (Nancy) can take it to the CME Board meeting.</p>
<b>Professional Outreach/Website</b>	<p>Jennifer Neal is our current Webmaster who charges \$25/hour to manage email and a perform monthly update of the coalition website and provides hosting for free. When online CME is added it would be advantageous to have our Webmaster locally to work with the CME group. Rita has a colleague who can provide this service locally in a cost effective manner. . Rita’s company will donate hosting services. The Board approved this change provided it can be done economically.</p>	<p><b>RAllen</b> – contact Jennifer Neff regarding moving the current SDCBC website to another hosting company.</p> <p><b>N Wight</b> - to contact Jennifer Neal to discuss this change.</p>
<b>Professional</b>	Put out 2-3 per year. Stacy Pagan and Ann Russell still	

<b>Outreach/Newsletter</b>	owe articles for the next newsletter.	
<b>Professional Outreach/Conferences</b>	<b>ILCA</b> – Conference is August 15-19, Town & Country hotel. Do we want a booth? What can we give away? Who can man a booth? People will be expecting a conference in 2008 – should we do it in August (breastfeeding month)?	<b>NWight</b> – research cost of black/gray bags for giveaway at conference booth. <b>NWight</b> – put conference booth-manning on the agenda for the next meeting.
<b>Community Outreach/Resource Guide</b>	<b>Research Project:</b> Contact hospitals, Pediatric Groups, AAP local chapter, AAP national chapter and conduct a survey regarding the resource guide: <ol style="list-style-type: none"> <li>1. Are you aware of the resource guide?</li> <li>2. Do you use the resource guide?</li> <li>3. How are you using the resource guide?</li> <li>4. How are you getting the resource guide?</li> <li>5. Would you be willing to support its printing if we included your logo?</li> <li>6. Will you include a copy with your discharge packet?</li> </ol> Need to print 2008-9 issue.	<b>NWight</b> – put together a hospital grid so members can split the workload in conducting this survey.
<b>Community Outreach/Breastfeeding Friendly Workplace Award</b>	Eyla will be writing an article on last year’s winner in “The Resource”, a local HR professional publication. Should we purchase another add for \$250?	<b>EBoies</b> – send an email to members asking if they have any clients who have gone back to work and are still breastfeeding – how does their company support their efforts? <b>RAllen</b> – Email Eyla the Elsevier HR Contact <b>VTingzon</b> – what do local coalitions do to support the working mother? <b>NWight</b> – add this discussion as a standing item on meeting agendas
<b>Community Outreach/1-800-371-MILK</b>	Kelly still manages this. Cost is nominal.	
<b>Community Outreach/Press Packets</b>	We’ll do it as we need it. No need to put more together.	
<b>Community Outreach/Task Force Representation</b>	Nancy – Obesity Task Force Who else can we send representatives to? Dr. Vaucher – Fetus & Newborn group?	
<b>Fundraising</b>	Can we get a grant to fund educational resources for CPSP (Comprehensive Perinatal Services Program)?	<b>EBoies</b> – check to see if the fashion show is still 4/12/07

	Provide breastfeeding education with FOOD. Coalition will create educational content, Susan will conduct the training. Volunteers – go to local high schools, girl scouts, etc. Can we get them to organize fundraising activities in order to satisfy their community service requirements?	
<b>Review of Strategic Plan</b>	The board reviewed and updated the strategic plan.	
<b>Review of Bylaws</b>	Deferred Does anyone know anyone working for an MBA that would be willing to help us with the bylaws?	
<b>CEU at next general meeting</b>	Thursday, March 8, 2007 6-8pm. Balboa Naval Hospital Auditorium. Professor Peter E. Hartman BRurSc (NE), PhD (Syd) Human Lactation Research Group University of Western Australia “Update on Lactation Physiology”	For information only.
<b>Next Board Meeting</b>	The next board meeting will be Thursday, March 1, 2007 from 4:30 – 6:00 p.m. at SDSU Foundation WIC Office.	Please mark your calendars.

Meeting Adjourned at 2:30 p.m.

Respectfully Submitted,

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Rita Allen, Secretary