

**Iowa Dietetic Association  
Board & Council Transition Meeting Minutes**

**June 18, 2010  
9:30 a.m. – 3:00 p.m.**

**Iowa Beef Industry Council  
2055 Ironwood Court, Ames, IA 50014**

**Goals/Action Items:**

Lois Stillman called the meeting to order at 9:31 a.m.

Molly Pelzer performed the quorum check, and determined that there was a quorum.

**Board and Council Members Present:**

Monica Lursen, Cindy Eivins, Julie McMillin, Jill Lange, Teresa Nece, Molly Pelzer, Doug Robertson, Nadine Fisher, Karen Klein, Kathy Buffington, Deb Ruebelke, Lisa Krausman, Janice Fisher, Anne Tabor, Stacey Loftus, Nicole Johnson, Amy A'Hearn, Lori Winborn, Stephanie Beenken, Anne Cundiff, Christy Frese, Kathy Moen, Nikki Stahr, Kris Wood, Felecia Steger, Anne Oldham, and Joetta Redlin

**Announcements:**

**Lois Stillman**

- Lois thanked all members for their time and support
- Cindy Eivins will be representing the Iowa Dietetic Association on an Affiliate Relations Team's District Relations Workgroup at ADA in FY11.
- The Live Healthy 2010 Administrator of the Year Award was granted to the Iowa Sports Foundation.
- There is an excellent opportunity to partner with the media, as the Iowa Center for Health Literacy is forming a steering committee to look at handout literacy. If any IDA members are interested in doing this should contact Lois, or the Public Policy Group.

**Approval of the Agenda:**

Lois called for a motion to approve the agenda. Doug Robertson made a motion, and Joetta Redlin seconded the motion. The motion carried.

**Approval of April 2010 Meeting Minutes**

April's meeting was a budget planning meeting, but there were meeting minutes to approve from the strategic planning meeting in February. Molly Pelzer made a motion to approve, and Teresa Nece seconded the motion. The motion carried.

**Treasurer's Report – Current & New Budget**

**Doug Robertson**

Doug gave an update on the FY '10 budget, as well as the FY'11 budget. Detailed financial information was distributed with the agenda, and will be filed as an attachment to the minutes. The highlights are that we finished the FY '10 budget year with a \$25,593.13 surplus, after projecting a deficit of

\$29,346.00. For FY '11, we are projecting a \$10,170.00 deficit. We also have \$111,585.97 in savings and investment accounts.

### **Online Banking**

**Doug Robertson**

Doug also presented on the possibility of pursuing online check writing as an option to streamline the Secretary/Treasurer's position. Doug pursued this option with our current bank – Bank of the West, but there would be a fee for this service (about \$140.00 based on last year) but it may be worth it to make the position more efficient. Doug made a motion that the Secretary/Treasurer should go out to meet with some other banks in the area and the Board will discuss via email to see if it is worth pursuing. Kathy Moen Seconded the motion.

## **Goal 1. Enhance and Promote the Value of Membership**

### **1. Communication with Members**

**Nadine Fisher & Andrea Maher**

Nadine wants to make sure that people are aware of the bulletin, and where to find it. She is also looking for suggestions about how to get more people to look at it. Kathy Moen suggested that we take the information to district association meetings.

Nadine also reported that she has been trying to make it easier for people to submit articles by simplifying the guidelines. She asked that we encourage peers to submit articles, pictures, and videos

Nadine has also added social media widgets – Twitter and Facebook to the IDA website. Facebook is being underutilized, as only 8 people are friends of the IDA Facebook site. Nadine asked everyone to friend the IDA Facebook site. The link is posted on the IDA website. She also said that it would be great if we could get a student to develop a social media strategy for IDA.

There is a new student section on IDA website, thanks to Lois. The site needs to be reviewed to see how to make that area more useful.

### **2. Promote benefits of Membership/Media**

**Nicole Stahr, Lisa Krausman &  
Debbie Ruebbelke**

The group has been working on press releases. To see what has been developed, you should check out the Google Groups. They have focused on how local dietitians can interact with local media.

This group would like to do something at the annual meeting that would highlight those who have been in the media as a face of IDA.

### **3. Fall Meeting Update/Needs 2010**

**Julie Halfpop, Jean Anderson**

Jean reported that the theme for this year's meeting is New Decade, New Directions. She is still working on setting up a meeting logo. She also noted that the Thursday session is starting a little bit later than normal. The meeting will kick off with an entertaining speaker, and there is an excellent lineup of speakers planned. We will be doing the President's Reception Thursday, and the Board and Council

meeting will follow that. Jean's goal is to have the information posted on the website by July 1, with information mailed out in August. Jean would like to have RSVP's for the meeting by September 1<sup>st</sup>.

#### **4. Delegate Report**

**Jan Fisher**

See attached report

#### **5. ADA Foundation Report**

**Courtney Bloxham**

Courtney was not able to attend the meeting, and no report was sent.

#### **6. Membership Drive**

**Stephanie Beenken, Bethany Morris**

**Renee Greiner**

Stephanie submitted a written report, which is attached.

She also mentioned that if anyone in any of the districts want to participate, it would be helpful. She is trying work on the "New to Iowa" membership campaign, and welcomes any ideas.

Lori Winborn mentioned that HADDA has had difficulty getting members to the meeting, and they are considering using a web survey tool to get more information from members.

#### **7. Engage Districts**

**Molly Pelzer & Any District Pres. Attending**

Molly reported that she has been working on engaging district presidents through conference calls. This has been difficult to coordinate, because everyone's schedules are so busy.

#### **8. Marketing of IDA**

**Rochelle Gilman, Stacey Loftus, Anne Cundiff**

Marketing team is new. They are looking at the Top 10 ways to market yourself as a dietitian. They are looking at the website as a resource to making this happen.

### **Goal 2. Cultivate Leadership**

#### **1. Train Volunteers**

**Lois Stillman & Monica Lursen**

Monica reported that the Operations Manual will be reviewed this afternoon.

#### **2. Promote Benefits of Leadership and Recruitment**

**Kathy Moen & Kathy Buffington**

**Christy Frese**

Kathy Moen prepared a written report, and it is attached to the minutes.

#### **3. Recognize Volunteers/Leaders Awards**

**Lori Winborn, Amy A'Hearn,**

**Nicole Johnson, Bridget Drapeaux**

Lori Winborn announced that there will be two Friends of IDA awards presented this year. Marcy Frevert, State Representative, will receive one for her work on the healthy kids act. Bruce Braley, US Congress, will receive one for making nutrition a priority in Congress. Teresa Nece is working on finding a time that they can be presented.

The 2010 award recipients are:

- IDA Outstanding Student Award = Maren Vik
- IDA Medallion Award = Joan Dolezal, RD, LD
- IDA Recognized Outstanding Dietitian of the Year Award = Anne Tabor, MPH, RD, LD
- IDA Recognized Young Dietitian of Year Award = Beth Freehill, RD, LD
- IDA GEM Award = Vickie Pyevich, MD, Pediatric Cardiologist

There were 10 applicants for the scholarships this year. The recipients are:

Tonya Heinick – incoming intern

Dana Maderas – ISU intern

Paula Heinzman – ISU intern

Lori also reported that there were a couple of concerns that came up throughout the year:

- The Outstanding Dietetic Student award had only 2 applicants, but it was a very difficult decision. The deciding factor turned out to be GPA. Lori indicated that there is a review form that is used to score Overall GPA, Physical/Biological Sciences, and Professional Sciences. She said that it would work better if the application form could require a GPA from coursework related to the student's major, and their cumulative GPA. Joetta said that our criteria are based on ADA's criteria, and that we should check ADA's website before making that change.
- The second concern was related to the scoring criteria for Medallion award. The award is weighted towards dietitians working in academia, as up to 10 points are awarded for recent publications. Lori asked if the total points could be capped at 4 instead of 10, and award 6 points for something else. Monica Lursen suggested awarding the 6 points for media exposure.

### **Goal 3. Engage IDA members in Public Policy and Promote Access to Nutrition Services**

#### **1. Expand Legislative activities**

**Anne Tabor, Teresa Nece, Sue Roberts, Kayla Shipley, Jennifer DeWall, Jill Lange, Sr Ladonna Woerdeman, Ruth Litchfield, Carol Voss, Monica Lursen, Joetta Redlin, Molly Pelzer, Lois Stillman**

ADA sponsored an advocacy training workshop for incoming public policy coordinators and state representatives. This occurred over two days in May. Teresa and Jennifer DeWall attended. The morning session focused on contacting congressional leaders. This is the first time the ADA provided this training, and will continue to do so. 40 of the 50 states were represented. The second part of the training involved going to the hill and visiting with state representatives and senators. Teresa and Jennifer got into 6 offices total.

There is also a report that is attached to the minutes.

Anne Tabor has been admitted as a member for the Medical Home Advisory Council by the State of Iowa. Teresa Nece will be serving on the Prevention and Chronic Care Management Advisory Council. Both of these councils are housed within the Department of Public Health, and Anne and Teresa are serving as IDA representatives.

#### **2. Increase awareness of reimbursement issues**

**Monica Lursen, Doug Robertson,**

**Julie Enga, Jennifer DeWall**

Monica reported that this group has been working on Wellmark. Julie Enga has been working for Wellmark for about 11 yrs. She joined them as as an RD for their employee wellness program. About 3-4 yrs ago, Julie had the opportunity to be involved in committee work. Thus far, the group has focused on having Wellmark recognize RD's as approved providers. The initiative was very close to getting something done, but came to a screeching halt due to changes in political atmosphere. Now Obesity seems to be driving things. In the next week and a half, Julie will be meeting with 2 of the medical directors at Wellmark to give them info about numbers of RD's, etc. Monica not invited yet. On June 29<sup>th</sup>, Monica and Anne Tabor and Kerry Learan(sp?) are going to be attending a focus group with Wellmark on Obesity. Occupational Therapists will also be attending. Monica would also like to begin working with other insurance companies, using Wellmark as the model.

**3. Licensure**

**Joetta Redlin**

Joetta reported that there wasn't much progress made last year. Our licensure is a protection of title only, and does not protect scope of practice. In 2007, ADA encouraged us to include scope of practice in our licensure law. Last fall, people were concerned that we would lose our licensure law if we present changes to the legislature. We have a lot of work to do before we are close to having a proposal to present to the legislature. Joetta reported that her task force will be made of herself, Karen Allrige(sp?), and possibly Donna Peitz.

Anne Tabor asked if this should be a paid position.

Teresa Nece made a motion to move forward with a task force to continue to study changing our licensure, including developing a plan for a paid position, which would include a budget. Molly Pelzer seconded the motion, and the mote carried by a unanimous vote.

**4. Iowa WIC Coordinators Liaison**

**Kris Wood, Heather Buchanan Smith**

Kris reported that Heather Buchanan Smith no longer works for WIC.

Kris Wood's report is attached to the meeting minutes.

## **5. Miscellaneous/District & Other Council Reports**

### **Bylaws**

**Meredith Hansen, Emily Krengel**

Molly Pelzer is working on updating our bylaws. She is working with Emily Krengel, who has been our expert. Meredith Hansen will also help out, as she just moved from Nebraska, where she had the task of updating the Nebraska Dietetic Association's bylaws. Molly reported that she has had a call with ADA, and her feeling is that ADA's oversight is not as rigorous as it had once been. ADA has given us a template to utilize. Molly's goal is to have a draft ready that can be put to a membership vote at annual meeting. Next step would be to work on district level bylaws, utilizing the updated IDA bylaws.

### **Sharing special information - land usage**

**Jill Lange**

Jill gave an update on Iowa's Water and Land Legacy, which is a project of the Conservation Campaign. This group has worked on an amendment that will be voted on in November. Part of this amendment provides dedicated funds for bike/walking trails, which promote physical activity. Jill asked that we let our colleagues know about it, and encourage them to vote yes. A question was raised about giving this group a booth at the annual meeting. Jill Lange moved that the IDA as an organization encourage our members to vote yes for Iowa's Water and Land Legacy Amendment in November. Jan Fisher seconded the motion, and it carried with unanimous approval.

## **Goal 4. Operate a strong IDA to Ensure Long-Term Growth**

### **1. Develop and maintain a financial management plan**

**B & C**

#### **Cvent online registration discussion**

**Monica Lursen & Nadine Fisher**

Monica reported that we have used Acteva for three years now. Nadine and Monica have been contacted by CVENT as an alternative to Acteva. Yesterday, Monica was approached by another company that claims to work with ADA. There are pros and cons to each company, and Monica would like to explore them further. Teresa Nece made a motion to explore if it is in the best interest of the organization to move to another provider. Kathy Moen seconded the motion, and the motion carried with a unanimous vote.

### **2. Maintain an annual budgeting process**

**B & C**

Lois announced that our proposed budget for Fiscal Year 2011 has passed. It is attached to the meeting minutes.

### **3. Pursue additional revenue opportunities**

#### **CPI/Simplified Diet Manual**

**Nicole Arnold, Judy Fitzgibbon  
Andrea Maher**

Andrea couldn't make it to the meeting, but she did send a message to let the group know that everything is on schedule with the Simplified Diet Manual. She said that there are 28 dietitians on board to help with the update.

#### **Adjournment**

Doug Robertson made a motion to adjourn the business portion of the meeting at 11:50 a.m. Kathy Moen seconded the motion.

#### **Save the Dates:**

- **Summer Board Meeting (Council welcome) August 27, 2010 –  
9:30 a.m. Iowa Beef Industry Building - Ames**
- **Fall B & C Meeting – October 7 - 5:30 p.m. West Des Moines Marriott**
- **Annual Meeting – October 7 & 8 - West Des Moines Marriott**
- ***Live Healthy* - January 20 – April 29, 2011**
- ***Live Healthy Kids* – January 18<sup>th</sup> – April 27<sup>th</sup>, 2011**
- ***Go the Distance Day* – May 6<sup>th</sup>, 2011**
- **Legislative Day - , 2010 ???**
- **RD Day – March 10, 2011 ???**
- **Spring B & C Strategic Plan Meeting – February 18, 2011 – Iowa Beef in Ames**
- **Budget Meeting – April 15<sup>th</sup>, 2011 – Iowa Beef**
- **All B&C Transition Meeting – June 17<sup>th</sup>, 2010 – Iowa Beef in Ames**