

MASSACHUSETTS DIETETIC ASSOCIATION

BOARD OF DIRECTORS

End-Of-Year Report

2006-2007

Submitted by:

Peggy O'Shea Kochenbach, MBA, RD, LDN	President
Kim Dong, MS, RD, LDN	Treasurer
Cynthia Taft Bayerl, RD MS LDN	Delegate
Joan Salge Blake, MS, RD, LDN	Liaison to COP and Areas
Michael M. Leidig, RD, LDN	Director, Member Communications
Jill Tobacco, MPH, RD	Director, Public Relations
Elaine Lyons, MS, RD, LDN	Legislative Network Coordinator
Vanessa Cavallaro, MS, RD, LDN	Director, Career Pathways
Andrea Gulezian, MEd, RD, LDN	Nominating Committee Chair

President

Submitted By: Peggy O'Shea Kochenbach, MBA, RD, LDN

Leadership and Strategic Plan Execution

- **Appointed the following Board Positions**

- Jessica Lane; *Director, Technology*
- Pat Samour; *ADAF Liaison*

- **Formed and led Technology Committee**

- Led committee in finalizing a technology partner for MDA Web site redesign
- Managed relationship with technology vendor
- Led committee in developing a comprehensive navigational architecture for new MDA Web site
- Began content development and compilation from committee and board members for inclusion in the new site
- Will continue as Past-President to oversee the Web site development project and compete it within the next fiscal year

- **Formed and led Branding Committee**

- Co-led Branding Committee efforts along with PR Director
- Provided ongoing leadership and direction on creative development for new MDA Branding
- Managed relationship with final design firm, Lindsay Hill Design, for creation of the new MDA Branding elements
- Drafted comprehensive creative brief for final design firm
- Coordinated feedback efforts from the committee for finalization of MDA Logo

- **Organized a *Presidents' Reception* at the MDA Annual Conference to bring together Past-Presidents of MDA**

- **Managed information around decision to abandon trademark held by MDA on "100% Fad Free Ask a Dietitian"**

- **Consent agenda**

- Revised format to include action items mapped against MDA Strategic Goals
- To address Board feedback, provided new format to increase ease of use by Board Members

MDA Diet Manual

- **Reviewed past agreements and financial records of the Diet Manual program**

- **Oversaw Executive Committee and Board on finalization of terms for renewed partnership for the 2008 Diet Manual**

- **Met with MA CD-HCF for collaboration meeting and negotiated partnership for the 2008 update of the Diet Manual**
- **Drafted and facilitated Partnership Agreement for the MDA/MA CD-HCF Partnership on the 2008 Diet Manual**

Administrative Director Management

- **Created Administrative Director job description for inclusion in P&P and to fulfill the need for Exhibit A on current contract**
- **Created Annual Review Form Document for the Administrative Director position**
 - Solicited feedback from all Board Members for inclusion into the review
 - Met with Administrative Director to communicate feedback and share evaluation form
- **Drafted new two-year contract for Leslie Oliver, Administrative Director**
- **Initiated weekly conference calls and weekly ongoing project grid between the President, President-Elect and Administrative Assistant**

Area Tax Exemption Status

- **Researched Tax Exemption status and options for Massachusetts Area Associations**
 - Collaborated with ADA Affiliate and Legal Counsel to provide appropriate options and information to the Area Associations
 - Held two conference calls outlining information and options for Areas

Communication

- **Submitted President's Message in each Today@MDA newsletter during term (*four*)**
- **Initiated and drafted process for welcome letters to be sent to all new MDA members on a monthly basis**
- **Wrote Thank You letter from the President on behalf of MDA for all Conference Exhibitors**

Treasurer

Submitted By: Kim Dong, MS, RD, LDN

Increase Financial Return for MDA

- **Along with Finance Committee, found a new vehicle to optimize financial investments for MDA**
 - Opened an account with Congress Trust
 - Closed Fidelity and Bank of America Savings accounts and transferred it to Congress Trust

Investing in MDA's future

- **Along with Contracts Committee, helped to find a new web site development company**

- **Along with Technology Committee, helped to develop a new logo for MDA**

MDA Delegate to ADA

Submitted By: Cynthia Taft Bayerl, MS, RD, LDN

Inclusion of MDA members in ADA HOD activities/updates

- Attendance at ADA Fall and Spring HOD meetings
- MDA Delegate Updates in 4 MDA Today
- MDA Delegate reports at 5 MDA BOD meetings
- ADA HOD weekly updates on MDA webpage
- Frequent ADA HOD updates on list serve

2. Clarification of role of Incoming Delegate

- Incoming delegate attended Spring HOD meeting
- Incoming delegate transitioned into position through HOD COI.

3 Development of MDA Resource list for use with HOD and other MDA Functions

- MDA Coordinator developed template with categories to ID MDA experts in a broad scope of area.
- MDA BOD completed information for pilot use of resource list
- Resource list used for Spring HOD issues.

4 MDA members take leadership role in launch of Fruit and Veggies-More Matters™ launch

- Coordinator of the Massachusetts Fruit & Vegetable Nutrition Council (formerly 5 A Day Statewide Coalition) is a MDA member (Cynthia Bayerl, RD MS).
- MDA has been invited to be a MA Fruit & Vegetable Nutrition Council Member organization.
- MDA President, Peggy O'Shea Kochenbach RD MBA and MDA Director of PR Chair, Jill Tobacco, and MPH RD played a key role in obtaining live TV coverage of the Fruits and Veggies- More Matters™ launch on March 19th on WBZ TV with Dr. Mallika Marshall, MD. Information is also on their web.
- Boston was selected as 1 of 5 cities for the launch of Fruit and Veggies-More Matters campaign. 2 RD's including MDA member, Kathy Cunningham RD Med BPHC co-chaired the March 19th event at South Bay Stop and Shop. Paulette Thompson, RD MS from the S&S corporate office, co-chaired the event.
- 4 MDA members: Kathy Cunningham Med RD, LDN, Vivien Morris, RD MPH LDN Janice Bissex, RD MS LDN Cynthia Taft Bayerl RD MS LDN were featured speakers; and 4 MDA student members Laura Thompson, (BU) Lauren Brennan and Emily Cook (BWH) and Laura Kennedy (Simmons)

contributed to the development and implementation of the Boston launch on March 19th as well as 7 other events associated with the launch in March and April. An article on the student involvement was included in the summer issue of MDA Today.

Liaison to COP and Areas

Submitted By: Joan Salge Blake, MS, RD, LDN

Strategic Goal No. 4: Strengthen Members Involvement in the Organization

- **This year was spent focusing on involving and informing the COP and Areas in MDA and resolving the Tax Status Issue of the Areas. Towards that end:**
 - A COP and Areas Listserv was created and used to continually inform these members of MDA activities.
 - Effort were made to meet with the AREAs to assess their tax status needs and discuss the benefits/disadvantages of 501c3 or 501c6 status. At this point, the AREAs are meeting individually to discuss their needs and will be getting back to the MDA Board regarding their choice of tax status. The incoming Liaison to COP and Areas will continue to work with the AREAs to coordinate the next step in securing the appropriate tax status based on their needs.

MEMBER COMMUNICATIONS

Submitted By: Michael M. Leidig, RD, LDN

NEWSLETTER

- **Published Four Newsletters**

- Four newsletters (three 12-page and one 16-page) were produced under budget in accordance with established time line
- Unfortunately, the goal to produce one e-newsletter was not possible since the new Web site is still under construction

- **Standard Operating Procedure (SOP)**

- Created SOP for Newsletter submissions
 - Provides detailed instructions from initial e-mail call for articles through publishing of paper version for mailing to members.

- **Author Guidelines**

- Created detailed guidelines for articles published in the newsletter
 - Greatly expands on previous guidelines addressing formatting criteria only.

- **Advertising**

- Created Advertising Policy and Contract
 - Provides concrete guidelines and rates for individuals/organizations interested in advertising including discounts provided to MDA members who are principals of a business, Area Associations, DPGs, and schools posting educational opportunities.

WEB SITE REDESIGN

- **Actively participated in the redesign of the MDA Web site**

- Provided feedback/input throughout process
- It's not complete, but we're closer than we were a year ago!

LOGO REDESIGN

- **Actively participated in the redesign of the MDA logo**

- Provided feedback/input throughout process

Director of Legislation

Submitted By: Colleen Timmons, MS, RD, LDN, CNSD

Legislative Action

- **Public Policy Workshop**

- Attending MDA members met with Senators and Representatives to discuss PPW 2007 priority Issues
- Senator Kennedy nominated (by Elaine Lyons) and won ADA Public Policy Leadership Award

- **HB 2168 “An Act to Promote Public School Nutrition”**

- MDA endorsed
 - Working towards investigating the role of RD in MA Universal Health Care Coverage
 - Considering endorsement of H2095, "An Act to Improve Access to Nutritious Foods and Physical Activity"

Encouraging Legislative Action/Involvement

- **DI Legislative Day**

- Spoke to MA DI's regarding ADA priority legislative issues and encouraged grassroots efforts

- **Public Policy Workshop**

- DI's included in representative meetings and F/U appointments

Public Relations

Submitted By: Jill Tobacco, MPH, RD

Internal Communications

- **Establish MDA Brand**

- Developed Creative Brief outlining MDA, audiences, design elements and potential uses
- Worked with vendor in developing Brand/Logo for MDA

- **Assist Technology Committee in developing new MDA Web site**

- Identify content and navigating architecture
- Develop content for the following sections:
 - HOD, PR Committee, Media section (TBD)

External Communications

- **Reactive media outreach**

- MDA spokesperson: Jill Tobacco
 - Patriot Ledger Interview: Trans fats
 - Patriot Ledger: Professional Profile on RDs
- MDA spokesperson: Alison Books
 - New England Cable News Show - Wired: Trans fat ban
 - Boston University Daily Free Press: Vegetarians and holiday eating
 - Boston University Daily Free Press: Using the web as a resource for help with weight loss
 - Emerson College: Alli Diet Pill
 - Lowell Sun: E-coli outbreak in spinach
 - New England Sports Magazine: Three foods for athletes to avoid

- **Proactive media outreach**

- Drafted media alert/press release for statewide fruit and veggie launch
- Pitched local broadcast and print outlets
- Secured broadcast coverage

Career Pathways and Awards

Submitted by Vanessa Cavallaro, MS, RD, LDN

Awards & Scholarships, Kimberly Mirsky, Chair

- **Promoting award nominations:**

- Three articles submitted to Today @ MDA.

- **Award Nominees:**

- Emerging Dietetic Leader: no applicants
- Recognized Dietetic Technician: no applicants
- RYDY: 3 applicants, three awards conferred
- Outstanding Dietetics Students: 2 applicants, 2 awards were conferred
- Outstanding Dietetic Educator: 1 applicant, one award conferred
- Annie Galbraith: 2 applicants, 1 award was conferred.
- One 50 year member attended the awards reception.

- **Networking and Awards Reception: Awards winners were honored at the first annual reception held during the MDA Convention & Exposition (see below) among family and peers. Awards reception was planned based on results of awards survey given in Fall 2006.**

- **Awards Chair will research purchasing pens with MDA logo as an alternative gift to flowers. This is also done in response to survey results as gift will promote consistency year to year.**

- **Networking and Awards Reception at the Annual MDA Nutrition Convention & Exposition:**

- April 30th 5:30 pm – 7:00 pm
- Planned for approximately 100 people, no charge to attendees
- Hot and cold appetizers served, cash bar, Cabot Creamery donated the cheese for event
- Approximately 50 people attended
- Awards Program (planned with Awards & Scholarships Chair) started at 6:00 pm

Mentoring, Alison Rainey, Chair

- **Re-Launching of MDA Mentoring Program**

- Addition of a la Carte Mentoring: an opportunity for mentors to choose the mentoring option that best suits their schedules. Options include:
 - Traditional paired mentor relationships
 - A la carte mentors to answer specific questions and provided guidance as needed
 - A la carte mentors to speak at career nights and expert panel events
- Update of MENTOR and MENTEE applications
- Updated mentoring information for new MDA website
- Networking with and reaching out to potential mentors:

- MDA Today
- MDA Conference Binder
- Collaboration with SPRC Chair
- New mentors have taken advantage of new a la carte mentoring options, making themselves available for a variety of opportunities
- Several new matches have been made. Each mentee request has been filled.

State Professional Recruitment Coordinator (SPRC), Jen Hall, Chair

• Socials for Success Networking Program

- Program to aid recruitment of future RDs by assuring a supportive system is in place for new graduates
- Program Launch
 - Launched program at the Annual MDA Nutrition Convention & Exposition during a private networking breakfast on May 1st from 7:30 am – 8:30 am. A healthy breakfast buffet was offered, sponsored by MDA Career Pathways and Awards Committee.
 - Planned for approximately 25 people, no charge to attendees
 - Approximately 15 people attended. Networking 'game' prizes included Ross notepads, ADA pens, organizers
- Next steps:
 - Networking event planned for June 21st-Melting Pot (fondue).
 - Currently marketing via website, postcards handed out at MDA, and newsletter.
 - MDA will subsidize the event at \$10 pp/event, for a maximum of 25 people.

• High School Outreach

- Collaborated with MSDA to compile resource list of state PIC Specialists and vocational high schools
- Resources gathered to create a RD career packet.
- Made connections with state guidance counselor organizations and Schools to Careers
- Next steps
 - Mailing to guidance counselor organizations, vocational HS and Schools to Careers
 - Outreach: to guidance Counselor Organizations and Schools to Careers, attend meetings in fall to present information on the dietetics profession. Attend at least 3 career fairs next school year.
 - Collaborate with MDA mentoring program and/or Speakers Bureau RDs as needed

• College Outreach

- Next steps
 - Mail out RD pkts to career offices at Simmons, UMASS, Framingham, and Laboure
 - Attend career fairs, as needed

- Collaborate with MDA mentoring program and/or Speakers Bureau RDs as needed

Massachusetts Student Dietetic Association (MSDA)
Mary Henderson, President and Erika Wong, Vice President

• **Fundraising**

- T-Shirts
 - April 30th to present
 - Ordered 286 shirts (\$1207.80)
 - Planned revenue approximately \$4000.00 (student & non-student prices)
 - Sales are ongoing with current sales at \$1602.00
 - Contest for new slogan
 - April 30th to May 18th
 - \$100 gift card prize for contest winner
 - Next steps:
 - Develop a sales and marketing plan for the 2007-2008 school/DI year
 - Create a plan to use funds for specific student scholarships, TBD
 - Link scholarship programming with MDEF
- Cookbook
 - Standstill since last year
 - Next steps:
 - Discontinue project for lack of interest

• **Community Outreach**

- Girl Scout “Healthier You” patch Project
 - October 2006
 - Planned for 50-60 girl scouts to attend
 - Members volunteered by leading skits, arts and crafts, interactive discussions
 - Next steps:
 - Contact Girl Scouts regarding 2007 event
- High School Outreach Project in collaboration with SPRC
 - Fall 2006 to present
 - Members working with Jennifer Hall, SPRC chair
- Tufts Interns Preparing Students (TIPS) website
 - Fall 2006 to present
 - Website is updated & is currently being maintained
- Salem Elementary School- “No Junk Food” Healthy Eating Project
 - Winter 2007 to present
 - Event(s) to be held in the Fall of 2007

- Donations collected, materials collected
- Next steps:
 - Continue lesson plan building and implementation during the summer and next year

Networking

• DI Happy Hour

- Two events scheduled and implemented
- Next steps:
 - Continue to plan events for next year

• Healthy Dining Club

- One dinner was scheduled and implemented
- Next steps:
 - Continue to plan events for next year

Member Education

• DI Workshop

- October 18, 2006, Location: Blue Cross Blue Shields of MA, Boston, MA
- Approximately 15 programs from Massachusetts, Delaware, and New York were represented
- Approximately 50 people attended
- BCBSMA donated the space and food for the event
- Revenue for event: \$680
- Next steps:
 - Planning, Summer 2007
 - Event, Fall 2007

• Meeting Speakers

- Next steps:
 - Summer 2007/Fall 2008: Plan meeting speakers for 2007-2008

• ADA Public Policy Workshop Scholarship

- Planned to offer 2 scholarships for \$150 for students to use towards PPW student registration fee
- One student was awarded scholarship monies & fulfilled scholarship obligations at following meeting
- Next steps:
 - Offer 2 scholarships of \$150 for students to use towards PPW student registration fee next year

• MDA Conference Volunteering

- April 30th & May 1st, 2007
- Planned for approximately 20-30 student volunteers from MSDA to volunteer
- Approximately 15 MSDA students volunteered
- Next steps:
 - Offer volunteer opportunity to MSDA members next year during MDA conference

- Director and Director-Elect of Career Pathways & Awards is part of the convention planning committee and organizes volunteers
- Offer a student-centered session during the conference

• **Incoming Elected Officers (2007-2008)**

- President: Laura Grande
- Vice President: Dustin Burnett
- Treasurer: Anna Trioufanova
- Secretary: TBD in the Fall of 2007

Legislative Network Coordinator

Submitted By: Elaine Lyons, MS, RD, LDN

MDA Congressional visits

- **Organize MDA's Congressional visits at the annual PPW Conference**
- **Lead the delegation in Washington**
 - ADA Washington Legislative Office: Report PPW meetings and contacts.
 - Maintain contacts with Congressional Delegation in Washington.
 - TBD: Follow up with Senators and Representatives to continue ADA's Legislative mission in MA.

PPW Leadership Award

- **Nominate Senator Kennedy for the 2007 Public Policy Leadership Award>**
 - ADA awarded Senator Kennedy with the 2007 Public Policy Leadership Award
 - Announced the award to Sen. Kennedy staff in Washington
 - TBD: Present the award live to Senator Kennedy
- **Contact ADA's Washington Legislative office to keep up to date with Federal nutrition legislation.**
 - TBD: Continue to monitor ADA's hot topics and Legislative message

MDA Nominating Committee

Submitted By: Andrea Gulezian, MEd, RD, LDN

Recruitment for Ballot

- Kendrin Sonnevile and Mary Harrity served on this committee with me. Kendrin will serve as Chair of this committee next year. This was a tricky and difficult year to recruit members for the MDA ballot. Work began July 25, 06 to recruit for positions for the ballot. We had at least one candidate for each position plus two candidates for 4 positions by Feb 16 in time for the ballot to be included in the MDA Spring newsletter. Results of the election were submitted for the Summer Newsletter. MDA BOD winners were announced at the annual MDA Spring convention.

This year the ballot was posted on line using survey monkey for the first time. Ballots could also be completed and send via US mail to me or via fax to Leslie.

We received:

78 votes online

15 votes by fax

9 votes by US mail

NEW MDA BOD MEMBERS FOR 2007-2008

President- Elect: Inger Hustrulid, RD LDN ACSM

Secretary-Elect: Mayra Yanes, MS, RD, LDN

Treasurer-Elect: Sharon Collier, MEd, RD, LDN

Director-Elect, Legislative: Cynthia Taft Bayerl, MS, RD, LDN

Director-Elect, Education: Sarah Hess, MS, RD, LDN

Director-Elect, Career Pathways & Awards: Kimberly Dong, MS, RD, LDN

Director-Elect, Public Relations: Erin Coffield, RD, LDN

Director-Elect, Members Communication: Ashley Bade, RD

Liaison COP and Areas Elect: Linda Davenport, RD, LDN, CDE

Delegate: Jill Tobacco, MPH, RD

Nominating Committee: Vanessa Cavallaro, MS, RD, LDN and Gail Oliveira, RD, LDN

Technology Director: Jessica Lane, MS, RD, LDN (Appointed by MDA President)