

Society for Nutrition Education  
Board of Directors Meeting via Teleconference  
Thursday, March 22, 2007  
3:00 p.m. – 4:30 p.m.

**Present:** Martha Archuleta, Susan Baker, Linda Berlin, Shirley Gerrior, Debra Keenan, LeeAnn Mandrillo and Robin Orr; Susan Roberts, ex officio; Sandra Shepherd, ex officio; Mary Ann Passi, ex officio and staff; Andrea Danz and Terry Beryl, staff  
**Absent:** Garry Auld, Barbara Sutherland, and Ardyth Gillespie, ex officio

**Call to Order:** R. Orr called the meeting to order at 3:05 p.m. Roll Call of Board members by R. Orr identified no conflict of interest.

**Welcome & President's Comments:** R. Orr welcomed the Board.

**Approval of Agenda:** M. Archuleta moved approval of the agenda. The motion passed unanimously.

**Approval of Consent Agenda:** L. Berlin moved approval of the consent agenda. The motion passed unanimously.

**Strategic Dialogue:**

Membership Reports:

- A. Lapsed Member Report: A. Danz reported that with the switch to an annual dues billing cycle, there are 161 members who have allowed their membership to lapse. No motion.
- B. Follow-up Plan: She asked each board member to contact lapsed members via phone or email as assigned by April 6, 2007 to determine why membership was not renewed. As part of the membership effort, LA Mandrillo reported that she and Beth Hartell are looking at ways to recruit and retain student members. No motion

JNEB Update:

- A. Editor Search: S. Shepherd reported that the search for a new JNEB editor is underway. A Search Committee comprised of JC members and chaired by Jane Voichick devised a three-phase application process and identified materials required for the applicant's packet. Letters of interests are due April 1, 2007 and top candidates will be interviewed at the annual conference. No motion.
- B. Marketing Plan: S. Shepherd advised the Plan was received by Elsevier and is under review by the JC marketing subcommittee. No motion.
- C. End of Year Results: MA Passi reported that SNE is waiting for final royalty payment. End of year results reflect a \$14,000 shortfall from projected advertisements, but more aggressive and progressive advertising efforts are being discussed. No Motion.
- D. Ballot for Best Article: JC best article award subcommittee provided Top Ten articles to BOE for final decision of winning article. No motion.

2007 Annual Meeting Update:

- A. Collaboration with IFT. MA Passi reported that SNE attendees have the option to attend IFT exhibit hall and opening reception for a \$50 fee. IFT will provide bus transportation to both events from the Hyatt as part of their continuous busing route. No motion.
- B. General Sessions: D. Keenan reported that 118 abstracts were received and reviewed for poster or oral sessions. No motion.
- C. Local Arrangements: R. Orr that a number of local events will take place throughout the annual and post conferences to include walking and health events and events unique to the Chicago area. No motion.

2008 Annual Meeting:

- A. Theme: M. Archuleta's suggested theme, *Celebrating Food, Family and Culture* was well received by Board members. No motion.
- B. Expo Hall/ Opening Reception: MA Passi advised that it has become a challenge to get exhibitors for the AC because exhibitors get little in return in terms of sales and attendance. She recommended looking at other options to showcase educational resources and materials in 2008. No motion.
- C. Potential collaborations in Atlanta: A number of agencies, universities and people to contact for effective partnership opportunities to promote nutrition education were suggested by Board to include CDC, FNS, and AHA. No motion.

Public Policy Update: S. Roberts reported that ACPD provided comments from SNE on FDA regulation on calcium claims and continued to write testimony related to the 2007 USDA Farm Bill, work with the ASN Alliance on national nutrition monitoring, and collaborate with ADA on the position paper on aging. R. Orr thanked S. Roberts for her leadership. No motion.

- A. RFP Update: S. Roberts reported that two groups responded to the RFP for public policy consultant services. No motion.
- B. Waterman & Associates Time Report. No motion.

**Old Business:**

None.

**New Business:**

Advertising Policy for JNEB: MA Passi presented the advertising policy drafted by the JC for approval. R. Orr requested that the SNE lawyer review the document prior to Board action and received Board approval to defer document action to the Executive Committee.

**Adjournment:**

D. Keenan motioned to adjourn. Meeting adjourned at 4:15 p.m.

Respectfully submitted,  
Shirley A. Gerrior, Secretary