Order of Business of the Annual Meeting

a. Meeting Called to Order
b. Roll Call of Officers and Directors
c. Secretary’s Report
   1. Approval of last Annual Meeting Minutes
d. Treasurer’s Report
   1. Approval of Annual Treasurer’s Report
e. Reports of Committees
f. Report on Strategic Direction
g. Unfinished Business – Changes to By-Laws
h. Outgoing President’s Address
i. Presentation of Gavel to Incoming President
j. Incoming President’s Address
k. Presentation of Past President Award and Gold Bar to Outgoing President
l. Report of Election
m. New Business
n. Adjournment

*The mission of the Minnesota Environmental Health Association is to provide professional development to its members, and education and information to the community, which will maintain and enhance public health and the environment in Minnesota.*
The meeting was called to order by President Carlton at 8:31 am.

The roll call of officers was conducted. The following officers were present: Kim Carlton, Jim Topie, Karen Casale, Jeff Luedeman, John Tracy, Dan Disrud, Rob Carper, Sharon Smith, and Kristofer Keller.

**Secretary’s Report**
M/S/P Casale/Solvei to approve the Secretary’s report as submitted.

**Treasurers Report**
John Tracy spoke reported that the beginning balance was $70,825.70 and the ending balance was $69,754.10, net reduction of $1,071.60. M/S/P Carper/Topie to approve the Treasurer’s report.

**Committee Reports**

**Awards** – Rob Carper stated that the Frank A. Staffenson award went to Christopher Forslund, and the Emerging Professional award went to Jesse Harmon. Merit awards were presented to Doug Edson and Tim Jenkins.

**Award subcommittee Science and Engineering Fair** – 9 prizes were awarded to recipients. First place recipient was Timothy Renier. You can view other recipient details in the committee report.

**Conference** – Jessica Jutz stated October 2nd is the Fall conference in Spicer MN. Winter Conference was in St. Paul. There was no Fall conference due to the Region IV NEHA conference.

**Finance** – John Tracy stated that the committee will work with a new software system this next year.

**History** – No report.

**Legislative** – No report.

**Membership** – Karen Casale stated that MEHA currently has 379 members.

**Newsletter** – Lori Green stated that the newsletter is published twice a year in March and September.

**Nominations** – Dan Disrud stated we will be pursuing e-Balloting next year.

**Outreach** – Kim stated that committee is working on providing new shirts to members. Website information will be provided.

**Publicity and Marketing** – Committee is looking for ways to increase awareness in MEHA through various events.

**Registration** – Conducting study sessions for RS exam.

**Resolutions** – Joan Peterson stated we meet once per year and that the policy and procedures manual was reviewed and updated.

**Scholarship** – .

**Student** – Laura Suppes has joined the committee.

**Technology** – Kim Carlton stated we moved our website to another server and that we are pursuing e-Balloting.

The remaining reports will be online in the Annual Reports packet.
Strategic Directions
There is a copy of the Strategic Directions in the annual report packet. We have met 27 of 34 Strategic Direction objectives this past year.

Unfinished Business
None.

Outgoing Presidents Address
President Carlton thanked those who got her involved with MEHA. She is grateful to have Dan Disrud as a President to follow and is proud that Jim Topie will be the next President. Kim thanks her co-workers for their support.

Presentation of Gavel to Incoming President
President Carlton presented the gavel to incoming President, Jim Topie.

Incoming Presidents Address
President Jim Topie stated that a lot of good things are happening with MEHA. He thanked the conference planning committee for their work with this year’s Annual Education Conference. Jim is proud of what we are doing to advance Environmental Health (EH) in Minnesota based on some issues other States are dealing with. He noted several EH issues resolved in Minnesota, to include smoke-free environments and on-site septic systems. However, our work in advancing EH is not done. Jim recognized the MEHA members who are involved with committees and their can-do attitude in working together to accomplish MEHA goals and objectives. Jim thanked Rob Carper for placing him on the ballot. He recognized outgoing MEHA Board members and his employer/supervisors for their support. Jim thanked Kim Carlton for her work and leadership as MEHA President and Technology Committee liaison. He spoke about opportunities facing MEHA and requested that members get involved with MEHA to advance EH.

Jim presented the outgoing President’s Award to Kim Carlton.

Report of Election
The new officers are:

President Elect – Sadie Pulk
Vice President – Jeff Luedeman
Secretary – George Wahl
Director – Kristofer Keller
Member at Large – Valerie Gamble

New Business
No new business

M/S/P Carper/Casale to adjourn the meeting at 9:03 am.
# MEHA Inventory April 13, 2015

<table>
<thead>
<tr>
<th>Item</th>
<th>Description/Comments</th>
<th>Holder</th>
<th>Contact Info</th>
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<td>50th Anniversary Banner</td>
<td>Manny Camilon</td>
<td><a href="mailto:mnmanny@embarqmail.com">mnmanny@embarqmail.com</a></td>
<td>4/3/2015</td>
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<td>Articles of Incorporation</td>
<td>George Wahl</td>
<td><a href="mailto:george.wahl@state.mn.us">george.wahl@state.mn.us</a></td>
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<td>MEHA Banner</td>
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<td>President's Gavel</td>
<td>Jim Topie</td>
<td><a href="mailto:james.topie@state.mn.us">james.topie@state.mn.us</a></td>
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<td>Frank Sedzielarz</td>
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<td>Wire Display rack</td>
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<td>Jeff Brown</td>
<td><a href="mailto:jbrown@edinaMN.gov">jbrown@edinaMN.gov</a></td>
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<td>Logitech PowerPoint presentation clicker and pointer</td>
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<td>George Wahl</td>
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### MEHA Treasurer's Report for 2014-2015

#### Balance Sheet and Income Statement

**Period** 2/1/2014 to 3/31/2015

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<th>SUMMARY</th>
<th>THIS PERIOD 2/1/2015 TO 3/31/2015</th>
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#### Investments Purchased

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<th>MATURITY DATE</th>
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Total assets as of 4/1/15: $81,964.84

**Signed:**

[Signature]

**Reviewed by Finance Committee:**

4/13/15

[Signature]

4/14/15
Awards Committee

TO: MEHA Members

FROM: Dan Disrud, MEHA Second Past President

DATE: April 30, 2015


MEHA Policy and Procedures assigns the Chair of the Awards Committee to the 2nd Past President and requires at least two other members, with at least one other from the Board of Directors and at least one from the general membership. Awards committee interest was identified through profiles created by members and data maintained by the Membership and Technology Committees. This year’s Awards Committee consisted of John Boettcher, Rebecca Caulfield, Dan Disrud, Jill Johnson, and George Wahl.

Awards nominations were solicited at the Fall and Winter education conferences, through emails to Environmental Health supervisors and managers listed in available contact directories, through news bulletins and newsletters, and the MEHA website. Nominations were due on March 1, 2015. Five (5) nominations for Emerging Professional Award, two (2) nominations for Merit Award, and five (5) nominations for Frank A. Staffenson Environmental Health Professional of the Year were received.

The committee met on March 27, 2015 to review and discuss the nominations. A consensus was reached to present awards in each of the three designated categories. This year’s awards are scheduled for presentation on May 14, 2015 to the following members:

- Merit Awards to Jeffrey Brown, Jesse Harmon, Kyle Johnsen, Kristofer Keller, and Amy Zagar;
- Emerging Professional Award to Amy Zagar; and
- Frank A. Staffenson Environmental Health Professional of the Year Award to Kimberly Carlton.

The names of the recipients are protected until presentation at the annual Awards Banquet.

The name of the 2015 Frank A. Staffenson Environmental Health Professional of the Year Award recipient is forwarded to the National Environmental Health Association (NEHA) for a Certificate of Merit and recognition during the NEHA Annual Education Conference. The recipient’s name is also engraved on a plate and fixed to a MEHA consolidated award commemorative plaque.

MEHA’s Merit Award recipients have also been submitted for a NEHA Team Merit Award and recognition during the NEHA Annual Education Conference.

In addition to inscribed plaques for the MEHA awards referenced above, a Past-President Award is prepared and scheduled for presentation to Jim Topie on May 15, 2015.
Awards Subcommittee – State Science & Engineering Fair
On March 21, 2015 MEHA presented the fifth annual “Excellence in Environmental Health Science” awards to high school and middle school students at the 78th Annual Minnesota State Science and Engineering Fair at the Doubletree Hotel in Bloomington. Awards were judged by four (4) MEHA members for the best project for environmental factors impacting public health

The award recipients in the high school division were:
1st Place: Timothy Renier, Duluth East. The Development of an Inexpensive Hand Hygiene Monitoring System with a Raspberry Pi Computer: Applications for Healthcare and Beyond
2nd Place: Aisha Cacique, Nawayee Center School. The Effects of Ceremonial Smudging on Indoor Air Quality
3rd Place: Jennifer Lax & Madison Hoffman, St. Mary’s School. The Effects of Specific Anti-Bacterial Soaps and Hand Washing Time on Killing Pathogens

The award recipients in the middle school division were:
1st Place: Helen Li, Friedell Middle School. Using Sunlight to Decontaminate Water
2nd Place: Caden Boike, Calvin Christian School. Got Water...Fresh Water?
Honorable Mention: Ryan Masterson, La Crescent Middle School. Shoot, Score... and Get Sick?

Judges:
- Kim Carlton, Minnesota Department of Health
- Nicole Hedeen, Minnesota Department of Health
- Amy Saupe, Minnesota Department of Health
- Jim Topie, Minnesota Department of Health

Conference Planning Committee
To:      MEHA Board of Directors
From:  Jessica Jutz, co-chair
        Laura Schmidt, co-chair
        Sharon Smith, co-chair
Date:   April 27, 2015

The 2014 Spring Conference was held May 1-2 at Arrowwood Resort & Conference Center in Alexandria. There were 106 attendees. The registration and vendor fees collected equaled $5081.57. The expenses without online fees were $2037.06. The Board of Directors also subsidized the conference by covering the cost of lunches, snacks and meeting space for members which cost $5214.61.

The 2014 Fall Conference was held October 2 at Prairie Woods Environmental Learning Center in Spicer. There were 81 attendees. There was $3220.00 in registration fees collected. The cost of facility rental and catering was $2007.67.
The University of Minnesota’s Continuing Education and Conference Center on the St. Paul campus was the site of the 2015 Winter Conference. The event was held on January 29th and we had a record attendance of 200 people. The expenses without online fees were $7994.07 while the registration fees collected equaled $5745.00. The Board of Directors agreed to subsidize the cost of attendance for members, therefore there was a net loss of $2249.07.

The 2015 Spring Conference is scheduled for May 14-15 at Arrowwood Resort & Conference Center in Alexandria, MN.

MEHA will not have a 2015 Fall Conference as Iowa is hosting a NEHA Region 4 conference on October 7-8 at the Sullivan Brother’s Convention Center in Waterloo, Iowa.

Finance Committee
MEHA remains financially stable.

History Committee
To: MEHA Board of Directors
From: Petrona Lee, Co-Chair
Michelle Messer, Co-Chair

2014-2015 Annual Report History Committee

Date: April 27, 2015

Our Co-Chair, Manny Camilon has retired from his position at St. Louis Park and from his position as Co-Chair on the History Committee. We will miss Manny. Michelle Messer, MDH, has graciously decided to fill this vacancy. Welcome aboard, Michelle.

The Committee was requested to update the History Committee Online Documents between 2011-2014. Thanks to assistance from Kim, Dan, Rob and Jim much of the information is being prepared to be updated to the documents online.

The committee has drafted a request that is being sent to all the environmental health managers throughout the state to gather information as to their start-up dates, persons that were present for the initial start-up and/events that might have triggered the inception of each. We think the memorializing of environmental health departments in the state should be worthwhile history. We plan to have copies at the Spring Conference to start the ball rolling.

The committee has come to realize that much of its historical memorabilia is missing or stored in unknown places. Michelle and I have been discussing this issue and wish to place this item on the agenda at our next meeting for discussion. We think there should be a permanently designated location for such items.

P.S. We have already received information from two agencies.

Sincerely

Petrona Lee, REHS, Co-Chair
Michelle Messer, REHS, Co-Chair
Legislative Committee
2014-2015 Annual Report Legislative Committee

May 1, 2015

There was increased MEHA member contribution in the MEHA Legislative committee in 2015. The committee expanded from one member to 13 members! Colleen Paulus joined Bette Packer as co-chair of the committee. A team approach was used to notify MEHA members of the 2015 legislative bills. Committee members tracked 10 legislative bills and wrote bill summaries. President Jim Topie and past president Kim Carlton incorporated the bill summaries into six issues of the MEHA News Bulletin.

A chart was created on the MEHA Website that identified over 120 bills that may have been of interest to MEHA members. More bills were introduced in the 2015 legislative session than any comparable session dating back to 2009.

Committee members:


*A special thanks to committee members that wrote bill reviews.

Membership Committee
May 1, 2015

To: The Board of Directors and M.E.H.A. Membership

From: Karen Casale and Dan Disrud, Co-Chairs

Subject: 2014-2015 Annual Membership Committee Report

The Membership Committee consisted of Dan Disrud, Jim Topie, John Tracy, Nicole Hedeen, Caleb Johnson, Jesse Harmon, Jeff Brown, and Karen Casale.

Renewals are completely on line and the process seems to be going well. Membership is increasing.

The Committee recruiting activities during the year included personal contact with prospective new and lapsed members. The recruiting efforts this year resulted in ninety-seven (97) new members being accepted into the Association during the period April 25, 2014 through May 1, 2015. Seventy-eight (78) members, however, have lapsed memberships. Our current membership is four hundred two (402); two hundred ninety (290) active members, two (2) honorary members, three (3) lifetime members, four (4) sustaining members; twenty (20) retired members, seventy-seven (77) student members and six (6) junior members.

We wish to express our personal thanks to all who assisted in the membership recruiting efforts and to the Committee members.
**Newsletter Committee**
May 5, 2015

The MEHA Newsletter was sent twice annually to the MEHA member listserv. It was also posted on our web site for nonmembers to read. Our Spring 2015 issue was a record 27 pages long with 17 members contributing articles and updates.

Respectfully submitted, Lori Green editor and chair.

**Nominations Committee**

TO: MEHA Board

FROM: Kim Carlton, MEHA 1st Past President and Nominations Committee Chair

DATE: April 21, 2015

SUBJECT: Nominations Committee Annual Report

Ballots were mailed to all members in good standing as of February 28, 2015 in accordance with MEHA Policy and Procedures Manual, section 11.01. Ballots received on or before April 13, 2015 were opened and counted on April 14, 2015 by an ad hoc elections committee consisting of Secretary George Wahl, 1st Past President Kim Carlton, and President Jim Topie. 135 ballots were cast and 134 ballots were counted. One ballot was disqualified, because it was not returned in the official ballot envelope.

The following MEHA members were elected as indicated:
Vice President: Nicole (Koktavy) Hedeen
Secretary: Ryan Lee
Director: Valerie Gamble
Member-at-Large: Greg Abel

Respectfully submitted,
Kim Carlton

**Outreach Committee**

Kyle Johnsen (Co-Chair)
Amy Zagar (Co-Chair)
Caleb Johnson
Olson, Diane
Sarah Hogan

In the past year we have continued to partner with the Marketing Committee on various projects including networking opportunities and volunteerism. We also worked closely with the members and Board taking in comments and suggestions to help finalize a new MEHA logo. The new MEHA logo was voted on and approved at April 14, 2015 by the MEHA Board. We will continue to work
on branding MEHA and registering the new logo. We are currently working on getting different events planned to help improve visibility of MEHA and build local network through volunteering.

MEHA shirts have been ordered and people will be displaying them at the spring 2015 conference. We will also be showing off the website where all MEHA members can purchase MEHA gear during the conference. The board and the outreach committee decided to pay for a portion of the shirts. The initial cost of the shirts ordered are $25 MEHA is paying $15 per item. The opening for ordering MEHA gear will be the first week of May 2015 and will close the week after the conference. All the ordering information will be linked to the website in the near future.

This year MEHA was represented at a STEM Expo in Minneapolis by Amy Zagar. Classroom presentation and recruitment for student MEHA membership was Allison Malecek.

Publicity & Marketing Committee
The Publicity & Marketing Committee continues to develop ways to actively market to the community and current professionals to increase awareness of MEHA and build collaboration between MEHA professionals and the community.
Some activities that we have been involved in this past year included:
- Gustavus Adolphus Career Fair
- Gustavus Adolphus Internship Fair
- Feed My Starving Children

At the Gustavus Career and Internship Fairs we were able to explain to interested students what MEHA is, what a career in Environmental Health could entail and available internships throughout MN.

The Feed My Starving Children event was very successful. We had a good turn out from MEHA members, family and friends who helped package food for this volunteer event.

2015-2016 Goals
For the next calendar year we are planning some GREAT things. We want to continue our involvement with college fairs and the next events we are planning on attending include:
- U of M Job and Internship Fair – February 2016
- Government and Non-Profit Career Fair – October 2015

We are moving forward with a “Peer Network” system which will provide resources to other professionals when questions arise on certain issues/topics. We are hoping to have this system set up on the website where members can volunteer their expertise to fellow professionals! This coming fall we are hoping to have a volunteer event set up through Open Arms. Open Arms is the only nonprofit organization in Minnesota that cooks and delivers free meals specifically tailored to meet the nutrition needs of individuals living with cancer, HIV/AIDS, MS, and ALS. They also work with communities in sub-Saharan Africa, providing food and technical assistance for people living with and affected by HIV/AIDS.

Marketing & Publicity Committee Co-Chairs: Jeff Brown & Jesse Harmon
Liaison: Kris Keller
Registration Committee

Our current “year” of RS/REHS study sessions concluded on April 14, 2014. The Spring RS/REHS exam was given on April 24th. The current year started in July, 2014, with three study sessions. Later sessions were twice monthly, except for December and January in which only one session was conducted each month. Attendance was good, with as many as 14 exam candidates participating in a session.

We welcomed Hannah Davis, RS, as a new Registration Committee member, since March, 2015. Hannah led two study sessions, one each in March and April, with co-leader Doug Edson. Joe Hibberd led a pools study sessions in October, 2014, and led another in April 2015. We thank Joe for his contributions. Doug Edson and Frank Sedzielarz were co-leaders in the other sessions. Chris Forslund also participated as a co-leader in the December session.

Most session meetings were at the Fridley Community Center in Fridley, MN, until December, 2014, when we changed location to the Hennepin County Environmental Health office, in Hopkins, MN. This was done for convenience of the exam candidates, most of who live or work closer to that office. We expect to change back to the Fridley location later this year.

Of concern with our sessions was the recognition that the sessions were sponsored by MEHA. While this has been mentioned during the sessions, and all study material we distribute has “MEHA” in the header, we have not, apparently, always been recognized. It was reported to the committee that one participant thought the sessions were given by Hennepin County Environmental Health. The committee will be exploring ways to improve MEHA visibility in the future. We hope to start, pending board approval, with the issuance of MEHA shirts for study session leaders. The current plan is to issue one cotton-poly short sleeve shirt with the MEHA name and logo, to be worn at the sessions. There is currently some question about if the MEHA logo will change so we are waiting for logo decision before going any further. The cost of five shirts has been included in the proposed committee budget for 2015.

We have not ordered any new study materials. The old NEHA study guide, of which we have a copy, is identical to the newly published guide. Rather than purchasing expensive supplemental materials from NEHA, we have researched materials referenced in the guide, and related materials, and found excellent study materials at no cost. Directly related to the exam topics, it’s from primary sources like CDC, OSHA, FDA, State agencies, and agencies like the South Central Public Health Partnership which has developed materials specifically for the exam. However, some funds have been budgeted for additional study materials if they become needed.

Following the April RS/REHS exam we plan on starting the new study session “year” with a session in May.

Chris Forslund, RS
Frank Sedzielarz, RS

Resolutions Committee

The Resolutions Committee met on January 30, 2014 after the MEHA Winter conference to review the Policy and Procedure manual of MEHA. Proposed changes to the Policies and Procedures were reviewed and submitted to the Board for approval.

Respectfully submitted, Joan Peterson, RS, Resolutions Committee chair
Scholarship Committee  
April 27, 2015  

2015 Scholarship:  

The Scholarship Committee awarded the 2015 Mary Lauren Olson Scholarship ($1,500) to Navneet Baidwan. Navneet is currently a 1st year PHD student in the Occupational Injury Prevention Research Training Program, in the department of Environmental Health Sciences, at the University of Minnesota. She began graduate school at the U of M School of Public Health in 2012 and recently defended her Master’s project which pertained to hospital-treated injuries associated with assaults at the workplace. Navneet is interested in the field of injury prevention and is currently contributing to the field by working as a Research Assistant on a project related to violence against women.  

This year’s recipient of the MEHA Northstar Scholarship ($1000) was Johnathan Boettcher. Johnathan is an undergraduate student majoring in Environmental and Public Health at UW-Eau Claire and he has been an intern with the City of Minneapolis Environmental Health unit for the past two summers. Johnathan received the Northstar scholarship because of his excellence in the classroom and as an intern, and because of his dedication to becoming an Environmental Health Professional.

Fund Balance:  
Prior to disbursement of the scholarship award, the Mary Lauren Olson Memorial Scholarship had a spendable account balance at the Minnesota Medical Foundation of $1,632. The total balance/endowed value was $44,676.

Fundraising Activities:  

Golf Tournament: The 2015 annual Golf Tournament is being organized by committee member Jill DeBrito. It will be held on May 13, 2015 at 1:00 pm at the Arrowwood Resort & Conference Center golf course, in Alexandria. Deadline for registration is May 6.

Bean Bag Tournament: The 2014 golf tournament was canceled due to poor weather conditions and a bean bag tournament was held in its place. The bean bag tournament generated $294.00 for the scholarship fund. Due to its success in 2014, the committee has decided to hold a bean bag tournament again in 2015, which will be held after dinner on Wednesday evening. The tournament will be organized by committee member Caleb Johnson. Cost is $30 per 2-person team, with the proceeds benefitting the Northstar Scholarship.

Raffle: The Scholarship raffle is being organized by committee member Nicole Hedeen. It will be held during the MEHA Spring conference at Arrowwood Resort & Conference Center in Alexandria. The 2014 raffle generated $1,380.00 for the scholarship fund.

Spring Conference Booth Fees: The Mary Lauren Olson Scholarship receives ½ of any fees collected from the MEHA Spring Conference Booth Rentals (see the MEHA Policy and Procedure Manual, section 310.03) as a regular source of scholarship revenue. An updated report will be sent to the board after the conference. Booth fees from the 2014 Spring Conference totaled $631.57.
**Scholarship Committee:**

The 2014-2015 Scholarship Committee has 3 members: Jill DeBrito (Chair), Nicole Hedeen, and Caleb Johnson.

Respectfully,

Jill DeBrito

Nicole Hedeen

Caleb Johnson

**Student Committee**
May 5, 2015

The Student Committee continues to advance and grow. We currently have seventy-seven (77) student members and six (6) junior members. In comparison, five years ago we had thirty-five (35) student members and no junior members.

The Student Committee hosted the first professional - student mentorship program at the 2015 MEHA Winter Educational conference. 12 students (11 from UW – Eau Claire and one from the University of Minnesota) and 10 EH professionals participated. Feedback from UW-Eau Claire mentees has been very positive, suggesting the mentor program is contributing to their development as EH pre-professionals. Student-professional pairs will continue to interact through email and job shadowing until the next winter conference. The Student Committee plans to continue the program next year and increase the number of students and professionals. At that same conference, there were 15 university students that presented on their EH posters.

Additionally, this year we had a student selected as a recipient of a 2015 NEHA\AAS Scholarship Award.

**Technology Committee**
The Technology Committee is charged with coordinating the technology needs of the Association, including software and electronic information flow. The Committee maintains the following:

- The MEHA website (http://www.MEHAonline.org and http://www.MEHAonline.com), which includes:
  - News and announcements
  - Information about MEHA and Environmental Health in general,
  - Membership materials,
  - Board of Directors and Committee Chair contact information,
  - Upcoming events, and
  - Job Postings
- Wild Apricot service (http://meha.wildapricot.org), which includes:
Online membership renewal
- Online conference registration
- Mass emails to the membership, including weekly “E-Blasts” and job postings
- The private listserv for the Board of Directors and committee chairs, which serves as the primary communication channel for the Board members and committee chairs
- The MEHA Facebook page (https://www.facebook.com/pages/Minnesota-Environmental-Health-Association/160272054003203). The Facebook page is intended to share information, photos, links and videos among our members and others with an interest in Environmental Health.
- The MEHA Twitter account (https://twitter.com/MEHAOnline)

Activities in 2014-2015 include:
- We moved our website hosting from GoDaddy to Electric Citizen, a Minneapolis-based company.
- We proposed new P&P and Bylaw changes that would allow for online balloting for annual board elections.
- We started using Google Analytics to track visits to the MEHA website. From January 1 through April 20, the MEHA website had 18,329 pageviews, and 14,436 were unique pageviews. Job postings, the MEHA homepage, and conference materials receive the heaviest traffic.
- We made the following changes to the MEHA website:
  - Changed the events calendar format from a list to a Google calendar
  - Created an archived conference materials page, including agendas and presentations when available.
  - Worked with the Legislative committee to provide a table of EH-related bills before the Minnesota legislature: http://www.mehaonline.org/members/legislative-committee
- We are starting to look at a website redesign to be more user-friendly, as well as mobile device-accessible. Member input is requested and encouraged.

Respectfully Submitted,
Kim Carlton and Jesse Hennes, Co-Chairs

2014 – 2015 Annual Report on the MEHA Strategic Directions

Strategic Directions Minnesota Environmental Health Association 2014-2015
## Goal 1: Increase the visibility of the environmental health profession

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Who?</th>
<th>Action Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase awareness of MEHA and what it offers.</td>
<td>Publicity &amp; Marketing, Technology</td>
<td>• Explore new logo designs</td>
</tr>
<tr>
<td>Outreach, Students</td>
<td></td>
<td>• Foster meaningful partnerships with other organizations including the School of Public Health at the University of Minnesota and University of Wisconsin-Eau Claire</td>
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<td></td>
<td></td>
<td>• Raise awareness of EH profession at career fairs.</td>
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<td></td>
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<td>• Organize member outing.</td>
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<tr>
<td>Legislative</td>
<td></td>
<td>• Develop a plan to interact with the legislature on EH topics</td>
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<td></td>
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<td>• Provide legislature updates and provide fact sheets</td>
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</table>

## Goal 2: Improve the quality of a MEHA membership

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Who?</th>
<th>Action Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continue to provide high-quality, relevant, beneficial training to members</td>
<td>Conference Planning</td>
<td>• Provide educational opportunities including:</td>
</tr>
<tr>
<td></td>
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<td>o Educational Conferences</td>
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<td>o Field Trip Trainings</td>
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<td>o Round tables</td>
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<td></td>
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<td>o Explore the possibility of sponsoring certificate training opportunities</td>
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<tr>
<td>Foster and promote high standards of members</td>
<td>Board of Directors</td>
<td>• Pursue ideas for recognizing members for excellent service to the organization</td>
</tr>
<tr>
<td>Provide additional services and benefits</td>
<td>1st Past President</td>
<td>• Coordinate Cohort Program / Mentorship (to be developed)</td>
</tr>
<tr>
<td></td>
<td>Conference Planning</td>
<td>• Offer reduced conference registration fees to members</td>
</tr>
</tbody>
</table>

## Goal 3: Increase Number & Participation of Membership
<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible Parties</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruit more members</td>
<td>Board members &amp; Committee chairs</td>
<td>• Find environmental health professionals working in all areas of Environmental Health, and solicit their involvement in the development of services that meet their needs.</td>
</tr>
<tr>
<td>Increase membership participation</td>
<td>Board members &amp; Committee chairs</td>
<td>• Reach out to members and encourage participation on committees, the Board of Directors, and specific assigned tasks</td>
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<tr>
<td>Encourage lapsed members to renew membership</td>
<td>Board of Directors</td>
<td>• Establish ad hoc committee to make personal contact with non-renewing members</td>
</tr>
<tr>
<td>Gain organizational support for participation in Association conferences and committees</td>
<td>President and Outreach Committee</td>
<td>• Identify and support cooperative organization events</td>
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