

**Tennessee Pediatric Society Foundation (TPSF)
October 29, 2008 - Board Meeting Minutes
Via conference call**

Board Members Present: John Hill, MD, Quentin Humberd, MD, Bob Riikola, MD, David Thombs, MD, Jessica Tuberty, MD,

Not Present: Eric Chazen, MD, Steve Riley, MD

Guests: John Hill, MD

TPSF Staff: Cathy Fenner, Executive Director, and Knox Brewer, Program Director

| AGENDA ITEM | DISCUSSION | ACTION |
|--|---|---|
| Call to order | Dr. Thombs called the meeting to order at 7:05pm CT. | |
| Approval of Minutes | The Minutes from the September 6, 2008 Board meeting were reviewed. | MOTION: Minutes approved. |
| Discussion of Board Recruitment/Vacancies | Dr. Thombs opened a discussion about turnover on the Board. It was noted that Dr. Riley had requested to resign from the Board but Dr. Thombs is currently determining this. Ms. Fenner mentioned as we near year's end that Dr. Thombs' term will end, he will rotate onto Board as a member, and that Dr. Humberd will transition into Board President role. Ms. Fenner mentioned that the Bylaws should be reviewed with a close look at Board terms and replacement of Board members, focusing attention on recruiting new members to Board who can offer specific skills that are needed. | ACTION: Staff to review Foundation Bylaws for gaps and holes and clean up document before next Board meeting in December 2008. |
| Discussion of Strategic Planning | Dr. Thombs suggested that we set a date for a strategic planning session at which time Board would discuss planning, Board recruitment, renewal, and recruitment of Partner. The Board meeting on December 13, 2008, will provide an opportunity to focus discussion on strategic planning especially on the topic of Board recruitment. Ms. Fenner asked Mr. Brewer to follow up with Capital Partners regarding using their facility in the future. | ACTION: Set location for Dec. 2008 Board meeting. Mr. Brewer to contact Capital Partners re: being a Partner. |
| Updates on Golf Tournament, TN Pediatrician, holiday party, web site | Mr. Brewer provided an update on the golf tournament. 40 people have registered to play. There is an ongoing effort to recruit more players. The event is being promoted on 106.7FM. Event expenses have been met so all income from the event going forward will be funding for Foundation. Ms. Fenner mentioned the latest issue of the TN Prevention & Intervention News that was mailed. There was positive feedback for this issue. Ms. Fenner mentioned that Mr. Wilson continues to work on redesigning publications and the web site and is doing this largely pro bono. Mr. Wilson is currently working on revising the Foundation web site and redesigning the TN Pediatrician, which will be mailed in December 2008, in a manner which will provide a more professional look for the web site as well as all publications for TNAAP and the Foundation. It was suggested that we may want to consider nominating Mr. Wilson for a Friend of Children award in 2009 for his work on behalf of TNAAP/the Foundation. The previous discussions of a holiday party as a possible event have been tabled until 2009 due to cost and time constraints. There was some interest in possibly moving the awards event closer to the holidays next year in order to tie in a holiday party with our | ACTION: Mr. Brewer to get list of players registered in tournament so far. Board members to make calls to recruit more players. |

| | | |
|--|---|--|
| | annual event. | |
| Obesity Project/Child Health Week | Dr. Thombs reported on the success of the Child Health week conference held in Nashville in mid October. There was much media attention and the Foundation was represented. Dr. Thombs reported that the Disney Company agreed to no longer have licensing agreements with unhealthy food companies and to provide only healthy foods at its theme parks and properties. | ACTION: Dr. Thombs will report on the conference in his letter to TNAAP members in December 2008. |
| Immunization PSA project | Ms. Fenner provided an update on the progress in planning for the possible PSA project. Mr. Brewer and Ms. Allen have had discussions with the national AAP on assisting in planning a media/PSA campaign. Also Mr. Brewer mentioned speaking with Mimi Bliss (Nashville PR company owner) on helping give guidance on the project. Ms. Fenner mentioned that the AAP offers grants through Healthy People 2010 campaign and the 2009 issue happens to be immunizations. Ms. Fenner mentioned that Dr. Shelley Fiscus would be an excellent champion and is interested in project. Ms. Fenner mentioned that we would not pursue funding from pharmaceutical companies. The Board agreed that staff and Dr. Fiscus should begin a draft of the grant application. | ACTION: Mr. Brewer to follow up with AAP communications office on planning. Mr. Brewer to meet with Mimi Bliss on PSA project and solicit her involvement. ACTION: Draft a proposal by February 2009. |
| Discussion of Reach Out and Read program | Mr. Brewer contacted national Reach Out and Read office in Boston to get more information on program. Dr. Tuberty spoke to how the program works and that with each new start up program, the organization participating receives 100% funding from the national ROR office. Dr. Tuberty mentioned that the Rural Health Consortium is heavily involved in ROR. | ACTION: More discussion of the ROR program will be put on a future meeting agenda. |
| Combined Federal Campaign (CFC) update | Mr. Brewer mentioned that he registered the Foundation with the Combined Federal Campaign in order to be eligible for future donations. CFC campaigns run annually and are set up to provide an opportunity for Federal workers to donate to a charity of choice through payroll deductions. Once we are included in the roster of designated charities, staff will make personal visits to Federal employee sites to pitch the Foundation as a beneficiary for employee gifts. | ACTION: Mr. Brewer to follow up with CFC when they launch their next campaign in February 2009. |
| Adjourn | The meeting adjourned at 8:15pm CT. The next meeting will be in Nashville on Saturday, December 13, 2008 at 1pm CT. Location to be announced. (NOTE: December 13 meeting was rescheduled for January 24, 2009.) | |

Respectfully submitted,

Knox C. Brewer
Program Director

November 13, 2008 (revised 1/15/09- cmf)