

NEWSLETTER

October 2007 – Edition

NDEHA Board

President -	Grant Larson
First Vice President -	Allen McKay
Second Vice President -	Colleen Peterson
Treasurer -	Jayne Calavera
Secretary -	Debra Larson
Member-at-large -	Dave Lundstrom
Past President -	Terry Ludlum

A word from the President

Unfortunately, this will be my last NDEHA Times as the acting President. I would like to take this time to say thank you for the support and encouragement over the past two years. It has been my pleasure to serve you and our members who are truly genuine and caring people. I would also like to thank my fellow board and committee members who did an outstanding job for NDEHA!

I would strongly encourage anyone who is interested in participating on the board to get involved because it is definitely a rewarding experience.

An important reminder, NDEHA depends on its members to make the association as good as it can be and the loss of a single member is significant.

2007 NDEHA Fall Conference

This years NDEHA Fall Conference will be held at the Grand Dakota Lodge and Conference Center in Dickinson, ND. The dates for the conference will be Oct. 9, 10, & 11, 2007.

The program committee has set up a block of rooms for NDEHA at the Grand Dakota Lodge. Reservations can now be made by calling (800) 422-0949.

I am currently finalizing this years NDEHA Business Meeting Agenda. If you have any Unfinished or New Business that you would like to add to the agenda please email it to me no later than 4 pm on Oct 5th, 2007.

New and Updated Web Site

Earlier this year our former host for the NDEHA web site was hacked into which jeopardized the security of our information. With Deb Larson's assistance we were able to hire a local web designer out of Bismarck to get us back up and online. Please check out the new and improved web site.

<http://www.ndeha.org/>

Legislation Updates

Kenan Bullinger and Keith Johnson will be discussing this years legislation updates at the fall conference including the new Body Art and Sun Tanning regulations.

NEHA Annual Education Conference

I attended the NEHA Annual Education Conference in Atlantic City from June 18-21, 2007. This was my second NEHA Annual Conference and was just as informative and fun as the first. Atlantic City was a very interesting place to say the least and I made sure to take in all of the fun along with donating some money to the casinos.

The conference had many educational sessions and in between my mandatory meetings I was able to enjoy some very interesting speakers.

At the **Affiliate President's Meeting** we shared with each other experiences from within our respective organizations. We talked about promoting careers in EH and were given some great media examples from different environmental health departments.

In the associated **Focus Group Meeting** we focused on marketing the environmental profession. In environmental health we save millions of lives and prevent an even greater number of people from becoming ill and the reaction to our hard work is a deafening silence. It is to say the least an odd but rewarding profession to work in. However, due to budget pressures, consolidations and privatization, EH programs have been shrunk, eliminated or re-staffed with less qualified and therefore cheaper professionals. It was argued that our lack of a visible image has hurt both our self-image as well as our ability to attract people into our profession. It is awkward, if not embarrassing, to have to work for a public that has virtually no idea to who we are.

Thus, we discussed several questions including:

- 1- Do we need more efforts to better market our profession
- 2- List the potential dangers you see by not marketing the EH field.
- 3- We gave some thought to what the "brand" from EH should be.
- 4- What key messages would we like to see in a marketing campaign.
- 5- Identify any marketing projects or initiatives that are currently in place.
- 6- What marketing efforts do you think NEHA could do for your association?

My input to many of the questions dealt with NEHA's efforts and the need for more national help. I told the group we should focus on a national logo and name and then market it from the national level down to the local health departments.

On a good note, Rob Blake said we have had more national and international recognition including the World Health Organization however Larry the Cable Guy's movie Health Inspector is not what we are going after.

At the **NEHA Council of Delegates Meeting** they went over many different action items. Here are some of the results/facts:

- NEHA's financial reserve went over 1 million dollars this year.
- NEHA annual conferences will be held in Tuscan, AZ in 2008, Atlanta, GA in 2010 and possibly Honolulu or Salt Lake City in 2011.
- NEHA currently has 5000 total members
- Los Angeles hires 75 new inspectors a year
- EH accredited colleges are supplying only 150 students a year

Also, NEHA took the following 2007 positions:

- A. National Food Uniformity Act
- B. Support for US Conference of Mayors Position on Sustainability
- C. Position on anticipated changes to the FDA Regional Offices
- D. CDC Terminology for EPH
- E. Position on Public Health Tracking and Bio Monitoring
- F. Position on food cloning and consumer right to know
- G. Proposal for a New National Food Agency
- H. CDC Funding Support Initiative
- I. Healthy Places Legislation
- J. Matter of sending complimentary journals to policy makers including the WHO and Congress

If you have any questions about the NEHA conference please bring them up to me at the conference or via email.

NEHA Region 4 – Conference

From what I have heard about the Region 4 Conference it was very well organized and had many interesting speakers.

This year's conference was very well attended with 345 registered attendees. The next NEHA Region 4 conference will be hosted by Iowa in 2009 and I strongly encourage our NDEHA members to attend and represent North Dakota.

NDEHA laptop

The new NDEHA laptop is a Toshiba Satellite Notebook purchased from Best Buy for around \$1,200. The laptop will be used to store NDEHA information as well as provide PowerPoint capability at future conferences. It will also provide more continuity between outgoing and incoming NDEHA Presidents.

NEHA – Newsletter Posting

NEHA is now posting newsletters that are submitted by the state affiliates. I will be submitting this newsletter in order to showcase NDEHA activities.

Membership News

Colleen & Eric Peterson gave birth to their second child, Mia Colleen Peterson, born 7/24/07, 7 lbs 8 oz, 20 inches, congratulations to her and Eric!

Candace Carlson gave birth to Landyn Duayne Carlson on May 19th, 2007. He was 8 lbs 2 oz, 20 ½ inches, congratulations to her and her husband!

Grant Larson was married on Sept. 14, 2007 to Michelle Lydell originally from Park Rapids, MN. We continue to make our home in West Fargo, please feel free to look us up!

Thank you for two great years!

On behalf of the board I would like to thank you for your time, cooperation, and support.

Once again, I would like to thank my fellow board members, committee members, and everyone in NDEHA that helped support my efforts over the past two years. I also would like to pass on my best wishes to the incoming NDEHA board and want them to know that I will support them to keep continuity as the acting past president.

Please feel free to contact me at (701) 241-1364 or gjarson@cityoffargo.com

Sincerely,

Grant Larson, RS and proud NDEHA member

Helpful Web Links

<http://www.neha.org/>

<http://www.cfsan.fda.gov/>

<http://www.foodsafetynetwork.ca/en/>

<http://www.healthwatcher.net/ISCAN/isgov-1.html>