

Only after this work of introspection and identification of our goals can the exciting task of developing a new logo take place. Designing a logo does not simply consist of appealing shapes and deciding if we like blue more than green. We must look at the deep values that make up our organization and the persona we want to portray with our logo. For example, do we value innovation over tradition? Do we want to be seen as an association for everyone or a more exclusive institution that serves a more niche market? Are we fast moving and risk taking or methodical and structured? These are just a few examples and a brand will rarely fall to the extreme of any of these values. Identifying where NEHA falls in the spectrum of these principles will then drive the deliberate elements behind the development of our new logo. Each element of the logo will be thoughtfully designed to represent our unique identity in the market.

The NEHA rebranding team is currently working hard to be introspective, listen to the needs of our members, and be intentional about who we are and what we hope to be for our members. It is important to understand that no one organization can be all things to all people and we offer more value when we understand our identity and how that aligns with the needs of our members. We are confident that our new brand will reinvigorate our board of directors, staff, and membership, as well as paint a clearer picture of our future.

The rebranding team is currently in the process of discussing several new logo concepts and will decide on two options that will be presented to the NEHA Board of Directors in November. The board will have the final decision regarding which logo they feel best portrays our value and persona. The rebranding team expects to unveil the new NEHA logo in 2022.

## NEHA Staff Profiles

As part of tradition, NEHA features new staff members in the *Journal* around the time of their 1-year anniversary. These profiles give you an opportunity to get to know the NEHA staff better and to learn more about the great programs and activities going on in your association. This month we are pleased to introduce you to two NEHA staff members. Contact information for all NEHA staff can be found on pages 46 and 47.



### Gina Bare

I had the pleasure of joining NEHA in November 2020 as the associate director of Program and Partnership Development (PPD). As a long-time NEHA member, I have always admired the organization but it wasn't until I took on this role that I truly understood the extraordinary value NEHA brings to its members and the profession.

I have been in the medical and public health fields for over 25 years. Most recently I worked at Boulder County Public Health as

both a registered nurse and an environmental health professional. Stepping into my new shoes at NEHA gave me a chance to reflect on the work of my colleagues in environmental health who had been going nonstop since the beginning of the COVID-19 pandemic to save lives and serve their communities. The dedication of my fellow environmental health colleagues at Boulder County, throughout Colorado, and across the nation has left me in awe.

We know that environmental health professionals are the second largest public health workforce behind nursing. The NEHA COVID-19 Rapid Needs Assessment conducted in 2020 highlighted the massive role environmental health professionals have played during this pandemic. From developing infection control plans, performing case investigations, and running vaccine clinics, environmental health professionals do it all. These professionals wear their invisible cloaks while they silently protect our food, water, air, and health of the public in general. They respond to hurricanes, wildfires, floods, and pandemics. They are and will be vital in moving the needle on climate change. What I really want people to know is that here at NEHA, we SEE YOU! We will work tirelessly to advocate for you and the profession. I couldn't be prouder to carry out NEHA's mission to "build, sustain, and empower an effective environmental workforce." I genuinely am passionate about the members we serve and the work we do.

As the associate director of PPD I get to work with an amazing team that secures funding and creates and disseminates educational and training resources to environmental health professionals. The department implements the National Environmental Public Health Internship Program; creates policy and position statements; leads member program committees; and creates, implements, and evaluates a variety of workforce development programs. I assist in the day-to-day management of the PPD team, including entry-level through career professional employees. Some other key functions of my position are assisting the director of PPD with grant writing and award management, as well as consistent reevaluation of project and budgetary management to meet expectations and support the goals of the PPD department.



### Christopher Walker

I joined NEHA in November 2020. It has been an absolute pleasure to work for an organization that is so passionate about what they do to support the environmental health workforce. Every day is a chance to make a positive impact in the field of environmental health. I am a senior program analyst at NEHA where my focus is primarily general environmental health and emergency preparedness in PPD. In this role I am able to engage in dialogue with stakeholders while working on different project and committee activities. I truly enjoy all aspects of environmental health and this role provides me the opportunity