

us on our ability to be creative when other associations seem frozen in their tracks, afraid to try anything new.

The staff is steady and the staff capability continues to grow. Our products and services continue to both improve and expand.

The mood of the membership is good—we truly receive very few complaints—perhaps in part because we continue to employ a real live receptionist who actually answers calls with a real live voice!

And our reputation is excellent—as evidenced by the growing number of invitations we receive to participate in an array of different initiatives, committees, policy undertakings, etc.

NEHA is in a good place. Moreover, our prospects for being able to continue our work

for the betterment of this profession and all who are employed within it remain excellent.

This encouraging report is not dismissive of challenges that lie in front of us. We have struggled to install our new association management software, which in turn has delayed our ability to offer tiered memberships and an e-journal. Finding qualified people for open positions is a constant challenge. As the federal budget ratchets down, we worry about the level of grant funding that will be available to us.

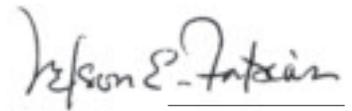
All of us are only one terrorist event away from a whole different psychology that could have significant consequences for our organization.

And if the financial doldrums that plague environmental health programs today don't

clear up sometime soon, further adjustments may become necessary as NEHA depends to an appreciable extent on the ability of this profession to support their professional society.

Finally, we continue to look for ways to build the attendance of the AEC, even as the environmental health community continues to shrink.

I sincerely hope that this report gives you a good feeling about the organization you support and what we are doing to improve our profession, its impact, and its practitioners. That's the NEHA story, which your membership makes possible. Thank you. 🐾



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NEHA NEWS



Staff Profile: Soni Fink

I am a Colorado native and enjoy music, sunshine, and the Rocky Mountains. I received my bachelor's degree in marketing from Regis University in Denver. My expertise is in business development and I enjoy assisting my clients obtain maximum visibility in front of their desired audience. I have worked for other associations and was very successful

helping them increase membership and in assisting their members to obtain positive marketing results.

My position at NEHA is strategic sales coordinator. A fair amount of my time is dedicated to helping businesses and organizations become NEHA members and advertise in the *Journal of Environmental Health*, in the NEHA E-News, and on the NEHA Web site, as well as provide

them with exhibiting and sponsorship opportunities at NEHA's Annual Educational Conference & Exhibition to increase their visibility to environmental health professionals. The other part of my energy is spent informing people about the exciting food safety training materials that NEHA has available. I offer individuals and companies the opportunity to make communities safer and help decrease foodborne illness through the use of NEHA's comprehensive and cost-effective materials. If you contact me I will help select the food safety training materials to train your food handlers and food managers to ensure less critical violations at your food establishment.

I look forward to working with NEHA members and prospective businesses and organizations to assist them to achieve their goals and increase their business. Please give me a call or e-mail me if I can help you in any way. My passion is to help you. I can be reached at sfink@neha.org or 303-756-9090, ext. 314. 🐾

Did You Know?

NEHA recently posted two new position papers on cottage foods and the recognition and reaffirmation of the public health importance of community water fluoridation. NEHA has a responsibility to speak up on issues of concern to its members and one way of doing that involves adopting positions. By publishing these positions, NEHA strives to keep you informed about where it stands as an association on issues critical to environmental health. These papers can be found at www.neha.org/position_papers/index.shtml.