



MCFR Annual Meeting - November 5, 2010
Minneapolis Hilton Hotel

2010 President's Report
Submitted by Beth Yokom

2010 for MCFR is easily summarized in one word – NEW. 2010 marks the start of a NEW decade and, during 2010, MCFR focused on a few key NEW ventures:

N – NCFR connections and collaborations

E - Ethics

W – Website

Plus, we added “NEW Professional” membership enhancements and a NEW marketing task force. As those of us on the Board know, 2010 has been a busy, productive year.

NCFR Connections and Collaborations

As NCFR is redefining their mission and role to be that of providing support for the growth and sustainability of local Affiliate Councils such as MCFR, they have asked for input from MCFR Executive Officers. One outcome of such conversations is that NCFR now “houses” our website, saving MCFR money, and Jason Samuels at NCFR provides invaluable technical support to our volunteer MCFR Webmaster.

Also, as part of their new role, NCFR invited MCFR to combine our annual fall conference with their National Conference in Minneapolis, November 2-6. MCFR Day on at NCFR on Friday, November 5 is the result. NCFR carefully and intentionally planned today's conference sessions to appeal to practitioners in the family field as a way to welcome and meet the needs of MCFR local members. 16 local MCFR members attended MCFR Day. Thank you to the NCFR staff and conference planning team for their consideration and invaluable advice and logistical support.

MCFR members have also been heavily involved in the Local Arrangements Committee for the National Conference, assuming primary responsibility for the Silent Auction and staffing the Hospitality Room. My sincere thanks goes to Mary Jo Czaplowski, Mary Maher and Jan Hogan

for their hours of work coordinating both projects, and to the Board members assisting them. Also, Board member Monica Potter assisted with planning and finding musical entertainment for the conference. Thank you, Monica!

We on the MCFR Board welcome these NEW, closer connections with NCFR and look forward to further collaboration in the future.

Ethics –

Ethical Thinking and Practice for Parent and Family Educators

MCFR published a newly revised version of the *Ethical Thinking and Practice for Parent and Family Educators* booklet in late 2009. MCFR members Ada Alden, Dawn Cassidy, Betty Cooke and Glen Palm worked to update and revise the booklet for use in the NCFR CFLE process as well as for its use as a MCFR publication. The booklet is now available as a free download from our website or as a \$5 published booklet. Thank you to Ada, Dawn, Betty and Glen for their editing work.

In addition, rather than the typical MCFR spring conference, we offered regional Ethical Thinking and Practice workshops throughout Minnesota, which were very well attended and received. Betty Cooke has been leading this project, creating the three-hour workshop and training MCFR members to present it. Rose Allen has managed the logistical details for the workshops. 208 family professionals participated in the workshops in 2010, including many who are not MCFR members, so the workshops provided outreach opportunities for MCFR as well.

We are also offering the workshop as a staff development opportunity to programs and agencies for a fee. In August, the Head Start program in Rushford, MN kicked off their new school year with our Ethical Thinking and Practice workshop for their entire staff.

I extend my deep thanks to Betty, Rose and many Board members for their unpaid hours of work on this project.

Website – www.mcfr.net

Peg Lindlof, Communications Committee Chair, set as her committee's primary 2010 goal to make the MCFR listserv and website indispensable tools for member communication as well as relevant, useful resources for members. They have most certainly accomplished their goal. The listserv has become much more active, as a place for promoting relevant events for family professionals and for member discussion.

And, thanks to our NEW Board member and volunteer Webmaster San Ha, our website is very active and current. San, who taught himself how to be our Webmaster, is updating the website weekly and sending weekly emails via the listserv, alerting members to what's new on the website and inviting them to visit via a link. Website updates and revisions will continue to be a focus for the Board and the Communications Committee.

Also, we continue to publish our online newsletter, Family Forum, three times per year, which is always filled with helpful MCFR organization updates and professional development information. Ron Pitzer, thankfully, continues to serve as editor with assistance from Linda Vukelich, MCFR's amazing administrator. Thank you to Ron and Linda for their dedicated work on behalf of MCFR, work that extends well beyond the newsletter.

New Marketing Task Force

The Communications and Membership Committees, led by Peg and Nancy Melquist, joined forces in 2010 to form a Marketing Task Force when they realized that much of their Committees' work overlapped and needed coordination. Their collaboration has proven to be a successful working model and the Board will be considering a more permanent position for the Marketing Task Force.

Now that internal communication via the listserv and website is more active, the Marketing Task Force's focus will shift to external communication, considering ways to recruit new members to MCFR and to spread the word about what MCFR members do to support families.

Again, thank yous are due - my deep thanks to Peg, Nancy, and San for their leadership roles, and to Mary Maher, Leanne Sponsel and other Board members serving on the Marketing Task Force.

New Professionals Added to Student Section

Per the recommendation of Alisha Hardman, our enthusiastic, hard working and dedicated Student/New Professional Section Chair, the MCFR Student Section was expanded to include New Professionals, who may now join MCFR at the student rate within one year of their graduation date. This change also brings the section into alignment with NCFR and other student affiliates across the country. Thank you, Alisha, for your excellent work!

In addition to our NEW ventures, the MCFR Board will again present annual awards this morning to three very deserving recipients – Parent Warmline, The Down Syndrome Association and Jan Haynes of Dads Make a Difference. Thank you to President-Elect Leanne Sponsel for managing the MCFR awards process this year.

Membership and Financial Updates

MCFR total membership stands at 242 members, as of Dec. 1, 2010. The membership breakdown by category includes 27 state members (dues paid to MCFR only); 23 national members (dues paid to MCFR and NCFR); 192 affiliate members (dues paid to NCFR only, with a rebate to MCFR).

Our finances are solid. Our Treasurer, Heather Cline, has kept the Board informed about income and expenditures. As of October 31, 2010, MCFR had a balance of \$6963.

2010 has indeed been a busy, productive year for MCFR. I am deeply honored for the opportunity to carry the MCFR baton forward as President in 2010. Thank you to each and every Board member for your unstinting support and hard work this year. I have enjoyed serving as President because of YOU and look forward to our future work together.

Beth Yokom, MCFR President, 2010