AGENDA

5:00  Dinner
5:30  1. Call to Order/Establish Quorum
5:32  2. Agenda Review
5:35  3. Announcements/Program Updates
5:40  4. *CONSENT AGENDA – Action Items
   In approving the consent agenda, the Board is approving recommendations within each committee’s minutes
   listed below.
   4.1 Draft Minutes of the April 20, 2016 Board Meeting*
   4.2 Draft Minutes of the May 5, 2016 Board Development/Advocacy Committee Meeting*
   4.3 Draft Minutes of the May 5, 2016 Finance Committee Meeting*
   4.4 Draft Minutes of the May 5, 2016 Governance Committee Meeting*
5:45  5. Receive comments from members of the public on “Items not on the Agenda”
5:50  7. Agency Business – Ray Cancino
   7.1 CAO- Seth McGibben
   7.2 Elderday – CCAH increase approved
   7.3 Advocacy Committee short report – Jorge Mendez
6:10  6.25  10. Written Reports
   10.1 Financial Reports from the May 5, 2016 Finance Committee Meeting
   10.2 Philanthropy Notes and Updates
   10.3 Meals on Wheels Program Report
   10.4 WIC Program Report
   10.5 Lift Line Program Report
6:30  6.35  11. Newspaper Articles
6:45  6.45  12. Items for Next Agenda
6:45  6.55  13. Adjourn Regular Meeting
6:55  6.55  14. CLOSED SESSION

Next Meeting:
Wednesday, June 15, 2016
6:00 PM to 8:00 PM
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060
DRAFT MINUTES

Members Present: Jack Jacobson, Jordan Ciliberto, Linda Fawcett, Rebecca Fowler, Sara Siegel, Heather Lenhardt, Shannon Brady, Martin Bernal, Pam Fields, Jorge Méndez

Staff in Attendance: Raymon Cancino, Lisa Becerra, Susan Marinshaw, Julie Gilbertson, Tyler Smith, Joyce Rodriguez Gutierrez, Anna Vaage, Libby Morain

Guests: none

Minutes: Lisa Becerra

6:15 Dinner served.

6:20 1. CALLED TO ORDER/QUORUM ESTABLISHED.

6:21 2. Announcements - none

6:21 3. Agenda Review

6:21 4. CONSENT AGENDA

4.1 Jack/Rebecca moved to approve the April 20, 2016 Consent Agenda as presented. MSP.

This Consent Agenda included:

4.1 Draft Minutes of the March 16, 2016 Board Meeting
4.2 Draft Minutes of the April 7, 2016 Board Development / Advocacy Committee Meeting
4.3 Draft Minutes of the April 7, 2016 Finance Committee Meeting
4.4 Draft Minutes of the April 7, 2016 Governance Committee Meeting
4.5 CDE Resolution 2016-04-01

6:22 5. Receive comments from members of the public on “Items not on the Agenda” None.

6:22 6. Program Presentation: HR, Julie Gilbertson

Julie G introduced the HR team (Tyler, Joyce and Oscar). The board participated in an icebreaker to get a better understanding of what the HR department does. Julie outlined the mission statement of the department. 2015 employee survey results show that most CB employees feel the agency offers a comprehensive benefits package, that CB is a great place to work and that they feel valued and appreciated and the HR team is working to raise those numbers even more. Tyler discussed how he is working to implement a new HRIS system to collect, store and use data more thoroughly and efficiently. Currently this system does not interface with our ADP system, but this would be the goal. The HR team discussed its recent process in raising CB’s minimum wage and there was a short discussion about the agency’s plan to prepare for the 2025 minimum wage increase to $15/hour.


7.1 Elderday – Medi-Cal Survey Findings, Medi-Cal Billing Error, and Structural Deficit: while we have not officially received the findings report from the recent Medi-Cal survey, we know that we did receive some negative findings which we hope to fix with corrective action. Things such as the room being too cold, med logs not being properly filled out, etc. Also, there was a billing error and we are currently trying to recoup 12k. We have spoken to the Alliance about this to see if they could help, which they cannot as these are items that cannot be reimbursed. Ray talked the board through the Elderday Analysis. The different options of using Paracruz, asking the landlord to lower the rent, or to look into acquiring a new building completely. Ray asked the board to take a poll, which was not an official vote, just to get a better understanding of how the board felt. Jordan asked how the ADA would be affecting
by switching to Paracruz and Ray responded that possibly 1-2 ADA. Rebecca clarified that all 3 options being discussed were using the Elderday’s current ADA. Jorge mentioned his concerns about answering the last 3 questions of the poll as it doesn’t seem the current model for Elderday is working and questioned the amount of work required to save a program that seems to be unsustainable. Ray feels that there are ways to rebuild, but that we need to keep at it. Libby cautioned that closing Elderday would have a significant impact on the community as it is the only program of its kind. Rebecca asked Ray how well the program seemed to be run, to which he said he felt Elderday is offering excellent resources and have made improvements from last year. Martín inquired about the possibility of using RTC funds solely for Elderday and Ray said this was not recommended. Ray asked the board to return the poll before the next BOD meeting.

7.2 Board Retreat – Questionnaire/Small Groups/Outcomes - Ray asked the board to split into 2 groups to gather feedback for the board retreat. Group 1 recommended that there be a better orientation process for new members, that more time be spent on problem areas at Board meetings, and they recommended “Matrix Mapping” as the focus for the retreat. Group 2 recommended the board become more engaged by physically volunteering for our CB programs. They want to focus on agency financial stability at the retreat.

7.3 Matrix Mapping Discussion - Ray handed out Matrix Mapping information and asked the Board Complete and return via email to Lisa Becerra by 5/13/16 for review at next BOD meeting.

7.4 Agency Advocacy Policy - Jorge took a look at the Advocacy Policy following the controversy with Metro. As it is currently written, it would not have prevented the issue as it currently allows the CEO a good amount of independence to do his job. Jorge feels that there is a need to formalize board permissions for the CEO to act on anything deemed adversarial. Jorge will work on updating the policy to reflect this.

8:06 8. Development/Philanthropy Report & Committee Update – Libby Morain
Libby gave updates on upcoming CB events: 5/1 Mother’s Day craft sale at LOCR, and the Human Race 5/7. CB has raised 405k at the end of March, which is 126K ahead of where we were this time last year. The Annual Report is completed and will be going out the week of 4/25/16. We had a recent donation of 20K – 2k going to each program. Also, a woman who grew up locally is getting married this summer and requested we set up an account for her wedding guests to donate to La Manzana community resources in lieu of a gift registry. Next meeting Libby will present the final philanthropy plan.

8:12 9. Finance Committee Update – Ray Cancino
Ray presented the Finance update in lieu of Cathy Benson’s absence. There was a positive net change for MOW with the one time AAA grant. Lift Line had a negative change of 22k which will only be temporary as they expand the dialysis project. WIC changes were minimal. CDD had a positive change with a delay of new hire at Nueva Dia +14k. La Manzana has a new LT hire and a position reclassification that resulted in (11k). Live Oak Community Resources saw a (8k) change. CACFP continues to see a drop in registration, but has also made personnel changes to adjust. Mountain Community Resources had a -13.7% change with new roof. In the Program Budget Summary, overall the agency total is (20k), although Ray feels that we will be net positive by the end of the year pending no additional issues.

8:13 10. Written Reports
8:13 11. Newspaper Articles
8:13 12. Items for Next Agenda - none
8:13 13. Adjourn Regular Meeting
8:13 14. CLOSED SESSION ***

Next Meeting: Wednesday, May 18, 2016
6:00 PM to 8:00 PM
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

Prepared By: Lisa Becerra
Board Development / Advocacy Committee
Thursday, May 5, 2016
10:00AM – 11:00AM
Community Bridges (CB), Aptos

Draft Minutes

Members Present: Jorge Méndez, Linda Fawcett
Staff in Attendance: Lisa Becerra
Members Excused: Sara Siegel, Shannon Brady, Jack Jacobson

10:10 Jorge called the meeting to order.
10:10 Agenda Review – no additions
10:35 Advocacy
Jorge provided some history of how the policy came to be, and discussed the two current policy documents. Jorge feels there is a need to better define the role of the advocacy committee. Jorge introduced the concept of having a consistent baseline presence/connection between board and local supervisors/elected’s. Board would need direction or training from CEO on how to handle these types of meetings including what information to share, but felt that this would be beneficial to the agency if implemented properly. Linda agreed and a further discussion is needed. Jorge will report the idea to the board at the May Board meeting.

Board Development
Linda recommended contacting, Ken Barroga, Talita Sanders, Alicia Miller, and Kathy and Mike Ransom as potential board members. She asked that we set a timeline for reaching out to those people before mid-June. Lisa B to help set dates for these meetings.

It was recommended that a column be added to the pipeline document listing the potential member’s district/location so that we can continue to maintain a balanced board that represents the county most accurately.

10:59 Items for Next Agenda
  1. Revised Pipeline with updates
  2. Revisit new Advocacy concept after board discussion

11:05 Adjourn

Next Meeting: Thursday, June 2, 2016
10:00AM – 11:00AM
11:08 Shannon called the meeting to order. Quorum established

11:11 Agenda Review

Shannon recommended the committee add an agenda item to discuss meeting length and type of financial reports the committee needs to see.

11:13 CFO Report – Cathy Benson

a) Program Budget Summary Review – Highlights included: CDD- QRIS funding applied to existing personnel saves $26K; ADM-New postage meter required $5K; CACFP-Higher reporting Homes added $4K; ELD-ADA for Mar 67.25, Apr 65.2, 14/15 $18K write off; MOW-Old CNG van must be replaced by 6/1, $25K

b) Unconfirmed Funding Update – less revenue unconfirmed at this point in the year; MOW on target for Spring mailer, $17K received already.


d) Cash Flow Review and Line of Credit Update – For the first time in over a quarter we will likely need to borrow from our line of credit for short-term cash flow purposes.

e) Investment and Endowment Performance – Graphs through April are included. Both continue slightly up since January.

11:47 Financial Reports – The committee already felt the Finance Committee meeting was for an hour, so it will continue at 11:00 to 12:00. Cathy B asked the committee which reports and what information they would like to receive at meetings. Ray advised that as the governing body board, they need to be informed of the financial status of the agency and so the reports were necessary and also work we prepared regardless. Jorge wondered if the Weekly Cash Tracking Report was needed to be included in the committee’s packet as Cathy B could verbally keep them appraised if anything was troublesome. Shannon asked about the process of including unconfirmed funds in the budgets to which Cathy B and Ray explained the process of ever changing funding. Ray proposed possibly only discussing the Program Budget Summary (and any major issues or concerns) at the full Board level although providing the remaining reports without discussion. Shannon requested a column be added to the Program Budget Summary to include the original approved budget to act a baseline for comparison. The committee will bring this idea to the May Board meeting.

12:04 Items for Next Agenda – Modification of Program Budget Summary to include Approved Budget column.

12:07 Adjourn

Next Meeting: Thursday, June 2, 2016
11:00AM – 11:30AM
Governance Committee  
Thursday, May 2, 2016  
12:00PM – 1:00PM  
Community Bridges (CB), Aptos

Draft Minutes

**Members Present:** Linda Fawcett, Rebecca Fowler, Jordan Ciliberto  
**Members Excused:** Shannon Brady  
**Staff in Attendance:** Raymon Cancino, Lisa Becerra, Susan Marinshaw, Seth McGibben

12:12 Linda called meeting to order/Quorum established.

12:12 Agenda Review

12:13 CEO Report – Ray Cancino

1) **Elderday:** Working with Lois to determine where to allocate the 25% CCAH reimbursement increase. For the time being, this eliminates the need to approach Metro regarding LL relationship. There is a $2.5 million opportunity with CCAH that we would need to compete for. Still considering approaching OW’s for rent decrease.

2) **Unexpected Agency Expenses:** There is about $30k in unexpected expenses this Fiscal Year between the new van for MOW, as well as needed an new postage meter for admin

3) **Fiscal Errors:** Elderday $18k total loss ($13k was double counted, and 2 months combined for $5k unclaimed). The Fiscal Department has walked through the process with staff to prevent this error in the future.

4) **Board Retreat:** The date and location are confirmed: June 24th at Community Foundation with the theme of matrix mapping. Rebecca recommended helping the board better understand the financial relationship between programs, Linda agreed. Rebecca/ Jordan moved to recommend board approval of monthly site/program visit and presentation by board members.

Closed Session

1:25 Adjourn

**Next Meeting:** Thursday, June 2, 2016  
12:00 – 1:00PM
Philanthropy and Marketing Committee
Wednesday, May 4, 2016 — 12–1 P.M.
At Live Oak Community Resources
1740 17th Ave, Santa Cruz, CA 95065


1. Department Updates
   Review of a Progress Report showing 141% of our goal met at 83% of the year. This is over $100k more than this time last year, which is almost a 30% increase. We received a donation of stock, and our procedures for accepting these gifts has been updated. A gift from Tom Lehrer should allow all programs to meet their goal this fiscal year. The 2015 Annual Report was mailed out, and we have received good feedback. Nueva Vista is sending a Mother's Day mailer to 500 contacts to help close the remaining 20% of their goal. Jordan offered to assist with basic planned giving legal paperwork pro-bono. He will research and identify referrals.

2. CB Event Planning
   Santa Cruz County Bank is sponsoring at $2,000. We have agreement from local businesses to park in the area. We are looking for auction item of vacation packages and activities. We have received a lunch with Sam Farr and Zack Friend, as well as a Specialized mountain bike to raffle off. Seth can solicit a surfboard from NHS, which Ray could request Peter Mel to sign. Ray, Libby and Linda are touring Watsonville sites with Lakeside Organic Gardens. Jordan will mention to his contact there. Jordan agreed to serve as auctioneer or solicit another contact. Jordan and Linda will follow up with board members for donations, ticket sales, and setup. The event is being featured in Growing Up in Santa Cruz and Santa Cruz Waves publications.

3. 2016-17 Philanthropy Plan
   Members reviewed the 2016-17 Philanthropy Plan again. Community Bridges goal has been downgraded this year from $63k to $52k to reflect mailer results disbursements to programs. Founding 100 Endowment goal is ongoing. We have a new Lift Line van sponsor for one of the minivans, and a waiting list for more ads. We are looking into artwork options for minivans. Jordan/Linda moved to approve the 16/17 Philanthropy Plan. MSP.

Next Philanthropy Committee Meeting:
June 1, 2016 at 12:00pm
at Live Oak Community Resources
### A. Donations (Includes all gift amounts. Excludes unreceived pledges)

<table>
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<tr>
<th>Fiscal Calendar</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>YTD*</th>
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<td>Current Year 15/16</td>
<td>10,602</td>
<td>30,783</td>
<td>42,721</td>
<td>40,657</td>
<td>67,919</td>
<td>100,956</td>
<td>30,447</td>
<td>46,619</td>
<td>34,366</td>
<td>53,556</td>
<td>30,447</td>
<td>46,619</td>
<td>100,956</td>
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<tr>
<td>Previous Year 14/15</td>
<td>15,935</td>
<td>6,824</td>
<td>21,650</td>
<td>35,515</td>
<td>19,378</td>
<td>67,734</td>
<td>35,235</td>
<td>56,472</td>
<td>20,005</td>
<td>63,372</td>
<td>38,150</td>
<td>14,912</td>
<td>395,182</td>
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* Notes on donation figures above:
This time last year, we were at $342,120

### B. Grants:
We’ve received the following grants so far this fiscal year (not included in the philanthropy numbers):
- $50,000 from Community Foundation Santa Cruz County
- $40,000 from Monterey Peninsula Foundation for Lift Line
- $27,000 from Packard Foundation for FRC Organizational Effectiveness
- $12,000 from Community Foundation of Monterey County for LMCR
- $2,500 from Newman’s Own Foundation for MOW
- $2,500 from Wells Fargo Foundation for MOW
- $134,000

### D. Challenges:
- MPF is no longer doing the match period (20% from November-February), resulting in a $20,000 loss.
- Anticipated a reduction in funds raised at the Mountain Affair due to staff shortages.
### Philanthropy Goals
2015 – 2016
Progress Report
May 18, 2016

<table>
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<tr>
<th>15/16 Goal</th>
<th>15/16 Goal</th>
<th>Year To Date</th>
<th>Difference $</th>
<th>Goal met %</th>
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<td>$65,876</td>
<td>$70,320</td>
<td>$4,444</td>
<td>107%</td>
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<tr>
<td>CACFP</td>
<td>$4,000</td>
<td>$4,323</td>
<td>$323</td>
<td>108%</td>
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<td>CDD</td>
<td>$6,739</td>
<td>$6,034</td>
<td>-$705</td>
<td>90%</td>
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<td>Elderday</td>
<td>$10,457</td>
<td>$25,860</td>
<td>$15,403</td>
<td>247%</td>
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<td>LMCR</td>
<td>$4,565</td>
<td>$2,090</td>
<td>-$2,475</td>
<td>46%</td>
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<td>LL</td>
<td>$13,650</td>
<td>$20,056</td>
<td>$6,406</td>
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<td>LORC</td>
<td>$7,300</td>
<td>$19,280</td>
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<td>MCR</td>
<td>$80,063</td>
<td>$72,199</td>
<td>-$7,864</td>
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<td>MOW</td>
<td>$106,000</td>
<td>$218,196</td>
<td>$112,196</td>
<td>206%</td>
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<td>NVRC</td>
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<td>$17,756</td>
<td>-$4,444</td>
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<td>WIC</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$323,850</strong></td>
<td><strong>$458,625</strong></td>
<td><strong>$134,775</strong></td>
<td><strong>142%</strong></td>
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85% of the year

May 18, 2016

7/1/2015 5/13/2016 312

Progress Report
2015 – 2016
Philanthropy Goals

**CB**

**CACFP**

**CDD**

**Elderday**

**LMCR**

**LL**

**LORC**

**MCR**

**MOW**

**NVRC**

**WIC**

**TOTAL**
## 2015-16 Appeal Results

**May 18, 2016**

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<th>Oct '15</th>
<th>Nov '15</th>
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<td>1% For Good</td>
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<td>General Donation 2015</td>
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<td>7,913</td>
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May 12, 2016: Community Bridges Receives Award for Family Supportive Working Environment

(08:40) SANTA CRUZ COUNTY – A Santa Cruz County non-profit organization has been recognized for providing a family friendly working environment. This week, Community Bridges and their Women Infants Children program received the California Breastfeeding Coalition's Mother-Baby Friendly Workplace Award. The program helps moms returning from maternity leave by offering flexible schedules, private lactation rooms, and paid additional break time. The organization was given the honor at an awards ceremony in Sacramento on Tuesday. (S.G.)
Santa Cruz resident Vanessa Allen and her son Trent, 5, wheel an old TV to a recycling bin at Beach Flats Park on Saturday morning during a community cleanup event. (Kevin Johnson -- Santa Cruz Sentinel) (left)

Ray Cancino, CEO of Community Bridges, hefts a large piece of wood into a disposal bin at the Beach Flats Park in Santa Cruz on Saturday morning during a community cleanup event. (Kevin Johnson -- Santa Cruz Sentinel)

By Calvin Men, Santa Cruz Sentinel
POSTED: 04/23/16, 4:25 PM PDT | UPDATED: 2 DAYS AGO

SANTA CRUZ >> Beach Flats residents received help with their spring cleaning from the city.

Officials from the city’s planning department, alongside county nonprofits, spent Saturday morning helping residents sort through their unwanted items. With two 30-yard trash dumpsters in tow, the officials set up shop alongside Beach Flats Park on Leibrandt Avenue.

“We kind of come every year, get people together, start helping folks in the Beach Flats neighborhood,” said Ray Cancino, CEO of Community Bridges. “Help get rid of items for spring cleaning and getting rid of hazardous materials in the community.”

The Beach Flats neighborhood has a high population and is a low-income community, creating barriers for residents to get rid of unwanted items, Cancino said. Taking larger items such as refrigerators and couches to the county dump costs money and time. Because of that, parts of the neighborhood have become a dumping ground in the past. Vacant lots have turned into places where some would leave their refuse. In turn, city workers spent more time picking up the debris.

“Now it’s become an opportunity where we’re able to engage the community, use this as a benefit, expand our network and also help out families here,” Cancino said.

Residents responded positively to the event by coming out in troves with unwanted items. Most of the items went into the trash bins but some were set aside to be salvaged. Organizers also received aid from Grey Bears, which stepped in to take in electronic items and other unwanted items that could be refurbished.

While crews arrived at 8:30 a.m., both dumpsters were more than half full an hour later. Residents came out with garbage bags full of discarded clothes, broken chairs, old furniture and rusted bikes.

Also a part of the cleanup was an effort to educate residents about what can be recycled and what should be thrown out.

When the twice-a-year cleanup began more than 10 years ago, city workers put the word out via fliers and word of mouth. Jacob Rodriguez, a code compliance specialist with the City of Santa Cruz Planning Department, was there when the program began and remembers excitedly coming out with their garbage.

On Saturday, residents knew the drill as some came out with wagons full of unwanted items. While organizers could not take all of the items to the dump, they said they would make sure not to leave any garbage behind.

Vanessa Allen attended with her husband and son to get rid of some unwanted items that were building up in their home. The couple live in a Beach Flats home with their four children and Allen said unwanted items can build up quickly.

“I just hope the program sticks around because so many people use it,” she said.
Business Digest, May 12, 2016: Community Bridges wins state workplace award

Cathy Cavanaugh, program director of Women Infants and Children, Robbie Gonzalez-Dow, regional breast-feeding liaison for Women Infants Children and Julie Gilbertson, human resources director for Community Bridges celebrate state recognition in Sacramento. (Contributed)

APTOS

COMMUNITY BRIDGES WINS WORKPLACE AWARD

Community Bridges, a nonprofit with 200 employees in 20 locations in Santa Cruz County, received the California Breastfeeding Coalition’s Mother-Baby Friendly Workplace Award on Tuesday in Sacramento.

The award is presented for efforts to provide a family friendly and supportive working environment for employees, including working mothers returning from maternity leave.

The Women Infants Children program, which is part of Community Bridges, assists returning moms by offering flexible schedules, private lactation rooms, giving additional paid break time as needed for pumping.

“It’s lovely that the whole Community Bridges agency supports WIC’s mission of helping women breast-feed,”
said Dana Wagner, assistant program director for Women Infants and Children. “It really improves morale and lets the employees know how much they are valued.”

Scientific research indicates that breast-fed infants have a lower risk of infectious diseases, Sudden Infant Death Syndrome, overweight, diabetes, heart disease, hypertension and asthma; a mother who breast-feeds has reduced risks of breast and ovarian cancer, Type 2 diabetes and osteoporosis.

To view previous Business Digest items, visit santacruzsentinel.com/topic/Business Digest.