



## **National Black Nurses Association, Inc.**

8630 Fenton Street, Suite 330, Silver Spring, MD 20910 • Phone: (301) 589-3200 • Fax: (301) 589-3223

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January 11, 2010

Dear NBNA Members,

I hope you all had a wonderful holiday season with family and friends and are looking forward to a happy and healthy 2010!! With each New Year only opportunities and possibilities lay before us.

As we move into a new decade you can count on it being a busy year! 2010 will bring many exciting enhancements for NBNA. The Board of Directors is excited, the office staff is excited and I hope that you are excited for the endless possibilities!

The challenges we faced in 2009 are sure to continue through 2010. This makes our work even more critical to those we serve. Our communities are suffering physically, emotionally and economically. These are challenging times with much at stake. You understand better than most what this does to communities and those who live in them. During these times of tightening budgets and economic turmoil, I ask you to commit with me to our success in 2010 by supporting all of our programs and requests.

I am proud of the many accomplishments and the positive changes we have made for our great association, our members and the communities we serve. We have attained a lot together! For this I thank my fellow board members, chapter presidents and members, whose hard work and dedicated service has steered this organization through some complicated issues. I also want to thank the National Office Staff who makes all our lives easier!

**There are several initiatives we must focus our attention, to propel us into a successful future.**

I hope every chapter has made increasing our membership by 5,000 new licensed nurses a priority by adding 50 new members to your rolls! I hope that every member has identified at least one new member to ask to join our strong and powerful association! A simple ask is all it takes sometimes to introduce someone to NBNA! Think about it for a moment..... what it would mean for us to have 5,000 **MORE** members! Can you visualize how much **MORE** we can contribute to society with an increase in our membership?

### **Why is membership so important to us all?**

1. To expand the reach of our work
2. To increase and leverage our power and influence
3. To ensure our financial sustainability
4. To secure our future
5. To develop the next generation of minority nurse leaders
6. To make our voices heard
7. To mentor our young and rising stars

8. To accomplish our mission!
9. And much, much more!!

### **NBNA programs for 2010**

NBNA will:

Launch our social media network to increase our marketability and networking opportunities.

Continue our green efforts to assist in saving our environment.

Move our Obesity Initiative to the next level to eliminate chronic disease and disparities in our communities. Please continue to host community based exercise programs, including line dancing, stepping, neighborhood walks, yoga, water aerobics, Pilates, and spinning. Obesity is a preventable disease; we can make a difference.

Host our second cohort of the NBNA Founders Leadership Institute at the annual conference to ensure we prepare ourselves and our future for major roles at decision making tables.

Identify new partners for the NBNA Corporate Roundtable. NBNA will be able to collaborate and network with the Corporate Roundtable partners to achieve our mission. If you have a contact in a corporation you would like to share we will be happy to explore it in more detail.

Initiate annual giving opportunities. It is imperative that we begin to create our own wealth.

Enhance the educational and networking opportunities at the 38<sup>th</sup> Annual Institute and Conference, August 3-8, 2010, Sheraton San Diego Hotel and Marina, San Diego, CA.

Now more than ever we will continue to, 1) utilize collaborative leadership, 2) promote chapter/member development to strengthen our greatest asset, 3) increase the visibility of NBNA activities, and 4) identify ways to maintain our financial stability. Business as usual no longer works it will take **MORE** in 2010!

I appreciate all that you do on behalf of the National Black Nurses Association and I am honored and proud to serve as your President. If I can be of assistance to you please let me know.

I look forward to another successful year working with you and hope to see you at NBNA Day on Capitol Hill on Thursday, February 4, 2010.

Sincerely,

*Debra A. Toney*

Debra A. Toney, PhD, RN, FAAN  
President