

OUR MISSION: TO BUILD AND SUSTAIN A NATIONAL ASSOCIATION THAT ADVOCATES FOR LACTATION PROFESSIONALS.  
OUR VISION: IBCLCS ARE VALUED RECOGNIZED MEMBERS OF THE HEALTH CARE TEAM.



## USLCA 2011 Summary

[Laurie Beck](#), RN, MSN, IBCLC, RLC, USLCA President

2011 has been an exciting and productive year for USLCA! It is hard to believe that it was just five years ago in 2006 that we first started this wonderful organization. An example of just how far we have come can be seen in the [Surgeon General's Call to Action to Support Breastfeeding](#) that was released in January 2011. This important document advocates for the support of IBCLCs and encourages reimbursement for IBCLC services. Below are just some of the accomplishments for 2011:

- The launch of our [Clinical Lactation](#) journal, the premier journal for certified and aspiring IBCLCs to learn hands-on clinical tips that enhance daily practice. There have been four issues of [Clinical Lactation](#) which can be viewed online with links to additional material including videos as a bonus. You do not have to be a member to subscribe to the journal---clinics, hospitals, offices, and individuals can subscribe to the journal to learn more about the field of lactation.
- Titania Jordan is now the USLCA Social Media and eNews Editor. USLCA is active on Facebook and Twitter and continues to send out the monthly eNews newsletter to keep our members informed.
- Spanish webinar courses designed for IBCLCs have been wildly successful, helping members to learn the Spanish language to enhance their communication with clients. There is a waiting list for the courses which will continue to be offered in 2012. In February of 2012 a Spanish II course for more advanced lessons will be offered along with the popular Spanish I course.
- There are now 36 USLCA Chapters, bringing us closer to the goal of having a Chapter in each state. IBCLCs are encouraged to be active at their local and state levels, as well as to get involved at the national level.
- USLCA's Professional Development Committee organized and hosted 14 webinars including our *first ever* affiliate co-sponsored webinar. This busy committee also hired Terriann Shell as the 2013 Conference Coordinator and organized a 2013 USLCA Conference Planning Committee
- Your USLCA Board of Directors worked with Dr. Thomas Hale to obtain FDA Orphan Drug Status for Domperidone.
- Alisa Sanders will be our next USLCA President as voted by the current Board of Directors. She will begin her term as President in July of 2012 when Laurie Beck completes her term.

### Inside This Issue:

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- The Marketing Committee continues to promote the IBCLC by posting monthly press releases on a variety of topics, working behind the scenes to provide members with a new, more attractive and user-friendly website, and developing a "Practice-Building Toolbox" to give members helpful tools to enhance their practice.
- The Licensure and Reimbursement Committee is actively pursuing licensure in each state and improved reimbursement for IBCLC services. Chair Judy Gutowski leads efforts to secure licensure in many states and to obtain Medicaid reimbursement for IBCLC services. USLCA hired lobbyist Scott Harshman to work on licensure efforts in Pennsylvania and nationwide.
- USLCA's Licensure and Reimbursement Committee sent letters to 12 state Medicaid Directors in June asking that IBCLC services be included in Medicaid packages as preventative health services.
- USLCA is partnering with the Texas Breastfeeding Coalition to help host a [Texas Breastfeeding Summit](#) in February of 2012. USLCA will be promoting the 2013 USLCA conference and the IBCLCs in Texas.
- Members were kept apprised of opportunities for involvement throughout the year, and were asked to get involved by speaking out to promote the IBCLC and to submit public comments to the Department of Labor and the Department of Health and Human Services. Members responded!!
- Two new documents were released in 2011: [Licensure FAQ for IBCLCs](#) and [IBCLCs Make the Difference](#).
- USLCA collaborated with other professional organizations by way of letters, meetings, committee involvement, and conferences. These include: the International Lactation Consultant Association (ILCA), the International Board of Lactation Consultant Examiners (IBLCE), the National Women, Infants and Children (WIC) Program, Texas WIC, Texas Breastfeeding Coalition, United States Breastfeeding Committee, Academy of Breastfeeding Medicine, American Women's Health, Obstetrics, and Neonatal Nursing (AWHONN), and the USDA's Breastfeeding Promotion Consortium. .
- USLCA endorsed AWHONN's newly published [Guidelines for Professional Registered Nurse Staffing for Perinatal Units](#). The document included USLCA's recommended IBCLC staffing ratios to be used within the hospital setting.
- The Institute of Medicine (IOM) included lactation counseling services and related equipment in their recommendations for covered preventive health services for women and USLCA sent a letter applauding this action.
- USLCA's Board of Directors and Committees will continue to promote the IBCLC profession in the United States. There are many exciting projects planned for 2012! Renew your membership today and recruit new members! Sign up to participate in a committee. Share your *eNews* and *Clinical Lactation* journal with your colleagues! Help us to use social media to get the word out about IBCLCs. On behalf of the USLCA Board of Directors, I want to thank everyone for all of their hard work and dedication to support our professional organization. We look forward to another productive year and want to continue to hear from you as this is your organization!

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## eNews Survey Results

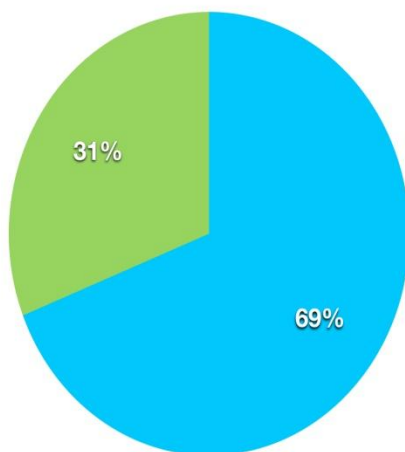
### Hospital IBCLCs

#### Are you satisfied with your current position?

Yes = 287



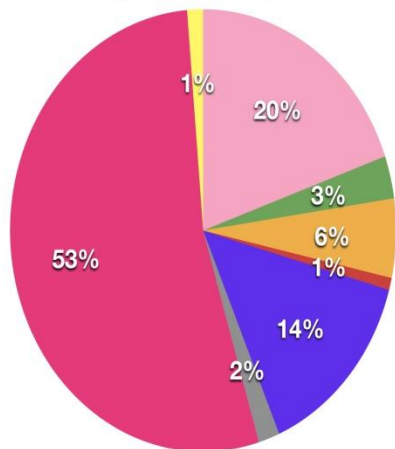
No = 129



In the Spring of 2011 USCLA Members were asked to take part in a survey looking at current working conditions. In this next part we are sharing results related to Job Satisfaction. What is interesting here is that 31% were not satisfied with their current position.

### Hospital IBCLCs

#### What would help to improve your satisfaction?



- Administrative Support
- Baby Friendly
- IBCLC Education
- Recognition
- Salary
- Staff Education
- Staffing
- Other

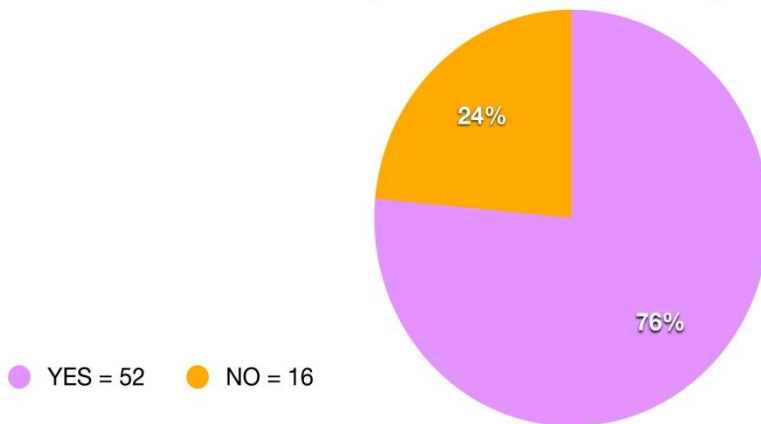
Staffing and Administrative support were the biggest concerns. USLCA has two FREE documents that may be able to help. [IBCLC Staffing Statement](#) & [Five Steps to Improving Job Security](#).

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## eNews Survey Results

### WIC IBCLCs

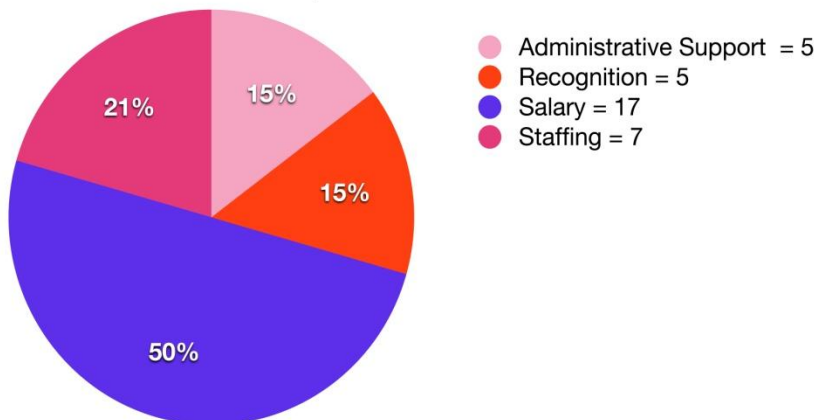
**Are you satisfied with your current position?**



WIC responses were similar, even though the number of respondents was less. Some of the comments included: Being able to work 100% as an IBCLC  
 Increased compensation for the IBCLC credential  
 Job classification for IBCLC, like RNs & RDs

### WIC IBCLCs

**What would increase WIC IBCLC job satisfaction?**



WIC survey participants had slightly different concerns. Administrative support was important, but salary also was a concern. As compared to Hospital and Private Practice IBCLC salaries, WIC IBCLCs are less. The largest number of most WIC salaries range \$16-\$30 per hour as compared to \$26-\$50 an hour for other IBCLCs.

We'd love to hear your comments and input.  
 Let USLCA know what you think via [email](#), [Facebook](#) or [Twitter](#).



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## Focus on Marketing

[Debi Ferrarello](#), RN, MS, IBCLC, RLC

Many USLCA members have products or services of interest to other lactation professionals. Some provide mentoring opportunities, clinical sites, or classes to aspiring IBCLCs. Others have developed tools that are useful in practice such as super-bills, HIPAA forms, or software programs. Still others have books, DVDs, and CDs of great interest to colleagues.

There are many different ways to share the news about your offerings---exhibiting at conferences or including samples and promotional material for attendees, using social media (see [November's eNews](#) for a helpful article by Kathleen Lopez), or word of mouth from satisfied customers are just a few.

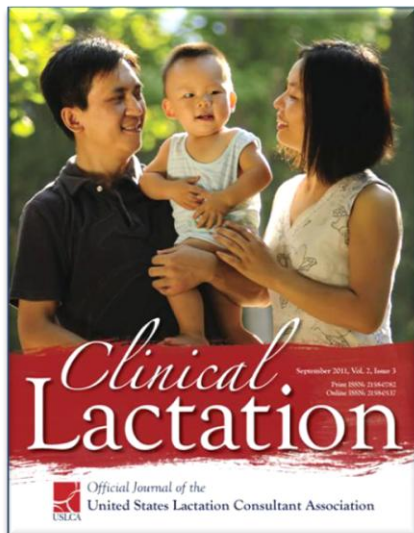
Advertising in USLCA's *Clinical Lactation* is a wonderful way to reach your target audience while supporting your professional association. The most engaged professionals are the ones who are association members and who are most likely to purchase your program or product. The cost to advertise is small and the return is potentially great. Small ads are only \$200 per issue, while a full-page ad that reaches over 4000 lactation professionals is under \$1000.

As you know, *Clinical Lactation* is designed to enhance health care professionals' ability to improve lactation services and has been enthusiastically received. This highly readable journal is published quarterly and is the right venue for you, the USLCA member, to showcase your work that will benefit other lactation professionals. For more information about this opportunity, read the prospectus here:

[http://www.ilca.org/files/USLCA/Members/Clinical\\_Lactation/CL\\_Ad\\_Prospectus.pdf](http://www.ilca.org/files/USLCA/Members/Clinical_Lactation/CL_Ad_Prospectus.pdf).

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It is membership [renewal](#) time and also a good time to recruit new members. 2012 will be a big year for USCLA and you won't want to miss out on the journals, webinars, conferences, and the other member benefits that exist. Sign up today!



### ***USLCA Benefit:***

## **Professional Liability Insurance for IBCLCs at Discounted Rates!**

As a USLCA member, your benefits include an exclusive offer for professional liability insurance at a discounted rate.

This policy provides coverage for you as an International Board Certified Lactation Consultant, as well as "slips and falls" at your office location.

The CM&F Group, Inc. was established in 1919. They have provided reliable coverage to over 50 classes of healthcare providers including PAs, NPs, CRNAs, and RNs.

Please refer to the rate sheet, policy and application.

#### **For questions, contact:**

##### **USLCA**

2501 Aerial Center Pkwy, Ste 103  
Morrisville, NC 27560 USA  
(919) 861-4543  
(800) 221-4904

##### **CM&F Group, Inc.**

99 Hudson Street 12th Floor  
New York, NY 10013  
(212) 233-8911  
Fax: (212) 608-4378



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## NY Medicaid Redesign Comments from USLCA

Judy Gutowski, BA, IBCLC, RLC Chair, USLCA Licensure and Reimbursement Committee

The USLCA Licensure and Reimbursement Committee submitted comments to the State of New York Medicaid Redesign Team. The New York Medicaid Redesign Team (MRT) was “tasked by Governor Cuomo to find ways to reduce costs and increase quality and efficiency in the Medicaid program for the 2011-12 Fiscal Year.”

The NY Medicaid Redesign Team is composed of 10 separate work groups. Two of the workgroups, Basic Benefit Review and Health Disparities, had already addressed provision of lactation services but there was confusion in those reports about the role and credentials of differing lactation service providers and suitable payment structures. There was also contradiction between the two reports. We sought to clarify the role of the IBCLC for these work groups and reiterated the Surgeon General’s recommendation to reimburse IBCLCs. Additionally, we addressed the Workforce Flexibility and Change of Scope of Practice Work Group regarding the issue of licensure of IBCLCs. The comment letter can be view at the following [link](#).

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## Action Alert

Marsha Walker, RN, IBCLC  
Director of Public Policy

Congress is in the midst of considering a number of budget cutting proposals, some of which involve removing money allocated to the Prevention and Public Health Fund (PPHF) and transferring it to fund other initiatives. The Prevention and Public Health Fund was created as part of the Affordable Care Act (ACA) to invest \$15 billion over its first 10 years (2010-2019) in proven, effective programs to prevent diseases and injury. The Community Transformation Grant (CTG) Program which is administered by CDC is an example of where some of this funding has been directed. Many breastfeeding improvement projects throughout the country are funded through Community Transformation grants. Funding from the PPHF has also been directed to the Best Fed Beginnings project from the National Initiative for Children's Healthcare Quality (NICHQ) to increase the number of Baby Friendly hospitals in the US.

It is important that members of Congress hear from you regarding the importance of keeping the PPHF intact and not making cuts to it to fund other program or initiatives. The amount of funds being currently directed to breastfeeding are in the millions of dollars. We do not wish to see any of this reduced or eliminated. Please consider using the Prevention Institute's easy action alert to write to your members of

Congress: [http://org2.democracyinaction.org/o/5902/p/dia/action/public/index.sjs?action\\_KEY=9018](http://org2.democracyinaction.org/o/5902/p/dia/action/public/index.sjs?action_KEY=9018). Ask that Prevention funds be preserved.

See the PPHF Advocacy Toolkit, which includes an updated Advocate Backgrounder with talking points that you could use for phone calls and letters to your legislators:

<http://healthyamericans.org/health-issues/protecting-the-prevention-and-public-health-fund/advocate-toolkit/prevention-fund-materialsresources>



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## REQUEST FOR PROPOSALS

### Promotion of the "Break Time for Nursing Mothers" Law: Meeting Moms Online

The USBC has been contracted by the U.S. Department of Health and Human Services Office on Women's Health to enhance the coordination and reach of effective messaging to mothers on the "Break Time for Nursing Mothers" provision of the Affordable Care Act. As part of this effort, the USBC announces a one-time sub-contracting opportunity for **state, territorial, and tribal breastfeeding coalitions** to promote the federal "Break Time for Nursing Mothers" law via [microblogging](#) (separate opportunity) and engagement with moms on Facebook and the community groups of Cafemom.com.

**Download the complete RFP, including proposal submission instructions at:**

<http://www.usbreastfeeding.org/Portals/0/Workplace/Coalitions-Meeting-Moms-Online-RFP-2011-12.pdf>

We will be holding two Technical Assistance calls for applicants in early January—details are listed below. Access information will be the same for each: (866) 642-1665

Passcode: 798741

#### Call Time # 1

Wednesday, January 4, 2012

7 p.m. ET

#### Call Time # 2

Thursday, January 5, 2012

11 a.m. ET

If you have questions related to the content of this RFP, please submit them on our FAQ page. We will respond to all questions on the Technical Assistance calls, and will also post answers on the web page after the calls. This will ensure that all applicants have access to the same information.

**FAQ Page:** <http://gme.groupmindexpress.com/usbc/?da=d82b>

We look forward to hearing from you, and to our continued work together to help make breastfeeding easier!



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## USLCA CLIPBOARD

Stay organized and show your support for USLCA.

USLCA clipboard comes with:

- Calculator Educational sheets
- Inserts
- Conversion chart

Members:

\$22 for one

2 for \$40.00. + SH;

Non-members:

\$25.00 +SH

Contact [Scott Sherwood](#) to get yours.

Great gift idea!

[Available in the ILCA bookstore.](#)



USLCA is looking for speakers to donate their expertise and time. Submit your topics today by [email](#).

### USLCA Tuesday January 31, 2012

Please note that this is a 6 hr webinar conference

Topic	Speaker	Time	Cost	Deadline to Register
"Lactation Education in a Hospital Setting"	Cindy Duff, RNC, BSN, IBCLC Kathy Abbott, IBCLC Karen Gromada, MSN, RN, IBCLC, FILCA Nancy E. Wight, MD, IBCLC, FABM, FAAP	Starting at: 10:30am Eastern 9:30am Central, 8:30am Mountain, 7:30am Pacific.  Webinar Ending 5:30pm Eastern, 4:30pm Central, 3:30pm Mountain, 2:30pm Pacific	USLCA Members \$65, Non-members \$95, Groups 3-10 \$250, 11 or more \$400.	January 27, 2012 by 12:00pm (EST)

Cerps awarded for webinar: 6 Lactation ("L" CERPs)

### USLCA Webinar Thursday February 9, 2012

Please note that this is a 2hr program

Topic	Speaker	Time	Cost	Deadline to Register
"Treating Breastfeeding Problems with Craniosacral Therapy"	Alison Hazelbaker, PhD, MA, IBCLC	1pm Eastern 12pm Central 11am Mountain 10am Pacific	USLCA Members \$30, Non-members \$40, Groups 3-10 \$65, 11 or more \$85.	February 7, 2012 by 12pm (EST)

Cerps awarded for webinar: 2 Lactation ("L" CERPs)

### USLCA Webinar Wednesday, February 22, 2012

Please note that this is a 90 min program

Topic	Speaker	Time	Cost	Deadline to Register
"Hormone Testing When Nothing Else Makes Sense"	Lisa Marasco, MA, IBCLC, FILCA	2pm Eastern 1pm Central 12pm Mountain 11am Pacific	USLCA Members \$20, Non-members \$30, Groups 2-10 \$55, 11 or more \$75.	February 20, 2012 by 12pm (EST)

Cerps awarded for webinar: 1.5 Lactation ("L" CERPs)

### USLCA Webinar Tuesday April 24, 2011

Topic	Speaker	Time	Cost	Deadline to Register
"Prenatal Expression of Colostrum"	Sue Cox, AM, BMid, IBCLC, FILCA	7:30pm Eastern 6:30pm Central 5:30pm Mountain 4:30pm Pacific	USLCA Members \$20, Non-members \$30, Groups 3-10 \$55, 11 or more \$75.	April 20, 2012 by 12pm (EST)

Cerps awarded for webinar: 1 Lactation ("L" CERPs)

### USLCA Webinar Thursday, May 7, 2012

Please note that this is a 90 min program

Topic	Speaker	Time	Cost	Deadline to Register
"Breastfeeding the Older Baby and Tandem Nursing"	Diana Cassar-Uhl,	1pm Eastern 12pm Central 11am Mountain 10am Pacific	USLCA Members \$20, Non-members \$30, Groups 2-10 \$55, 11 or more \$75.	December 9, by 12:00pm (EST)

Cerps awarded for webinar: 1.5 Lactation ("L" CERPs)

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## Kaiser Permanente Commits to Support Breastfeeding as Key Strategy to Prevent Childhood Obesity

*Commitment announced at Partnership for a Healthier America's inaugural summit*

**WASHINGTON, D.C.** — Kaiser Permanente announced Tuesday it has signed a commitment with the [Partnership for a Healthier America](#) to support breastfeeding as a measure of hospital quality and a key strategy in preventing childhood obesity.

Kaiser Permanente believes that one of the most important choices a mother can make to promote the health of her family is to [choose to breastfeed](#). With more than 96,000 births in 2010, Kaiser Permanente cares for more moms and babies than any other integrated health care system and uses its care delivery model to help mothers understand the benefits of breastfeeding for both mother and child, and to support the decision to breastfeed whenever possible. "At Kaiser Permanente, we are committed to giving every baby the healthiest start possible," said Edward Ellison, MD, executive medical director-elect, Kaiser Permanente Southern California region. "We believe in making the healthy choice the easy choice for mothers and families, so we are striving to support breastfeeding in our hospitals. We also [promote and support breastfeeding](#) as a key component of our comprehensive strategy to prevent childhood obesity."

### Contact:

[Susannah Patton](#), Kaiser Permanente, 510-421-1479

[Farra R Levin](#), Kaiser Permanente, 510-267-7364

[Elly Spinweber](#), Partnership for a Healthier America, 202-842-9001





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## USLCA to Make History in Historical Location

For our first stand-alone conference on May 3 to 5th, 2013 your USLCA Board has picked the stunning historic St. Louis Union Station. First opened in the late 1890's, St. Louis Union Station modeled after a walled medieval city in France, combines a mix of eclectic architecture styles featuring sweeping archways, gold leaf, mosaics and art glass windows. The Grand Hall features a 65 foot barrel vaulted ceiling and a hand-made, Tiffany glass allegorical, 3-section window representing the three main US train stations of that time, New York, St. Louis, and San Francisco. Fittingly for us, the three stations are represented by women! The Memories museum is located on the second level where you can step in to another time when rail travel was romantic and history was being made.

Along with enjoying the history, we have the luxury of space to greet old friends and to get to know new colleagues. There are over 500 hotel rooms with plush, comfortable beds, 2 in-house restaurants and a deli (see menus online), high-speed internet, accessibility for all, and lots of fun to be had!

I invite you to take a few minutes now to check out the grand hotel and it's history at these two sites:

<http://www.stlouisunionstation.com/info/aboutus.cfm> and <http://www.marriott.com/hotels/travel/stlus-st-louis-union-station-marriott/>

This will be a time you won't want to miss! And we haven't even mentioned our conference with innovative sessions that will give you new tools to take home and use in your practice right away. Be there and be part of \*making\* history for our profession!



**Marriott.**  
ST. LOUIS UNION STATION



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### [RHODE ISLAND BIRTHING HOSPITALS END BABY FORMULA GIVEAWAYS](#)

[Marsha Walker](#), RN, IBCLC, RLC

Providence, Rhode Island — As part of efforts to support breastfeeding mothers, women who give birth in Rhode Island will [no longer](#) receive infant formula marketing packs when they head home from the hospital. Rhode Island's First Lady, Stephanie Chafee, Lieutenant Governor, Elizabeth Roberts, RI Department of Health Director, Michael Fine, and Marsha Walker from the Massachusetts Breastfeeding Coalition's Ban the Bags campaign joined the Rhode Island Health Department Monday November 28, 2011 in celebrating the state's becoming the first in the nation to eliminate the distribution of infant formula marketing bags in all of Rhode Island's birthing hospitals.

Director Fine, the Lt. Governor as well as the First Lady spoke of their commitment to breastfeeding families and their support of the hospitals' efforts in this giant step forward in removing the commercial barriers to breastfeeding. State health officials noted that studies link giveaways to decreased breastfeeding rates, which is not in keeping with their efforts to promote optimal health for mothers and infants in Rhode Island.

**Connect with us!**  
**Click the Facebook and Twitter boxes below to join the conversation and stay up-to-date on the latest information.**



**2501 Aerial Center  
Parkway, Suite 103  
Morrisville, NC 27560  
919-861-4543  
[Info@uslcaonline.org](mailto:Info@uslcaonline.org)**

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