Inside This
Issue:
Focus On
Marketing
#BIkBfing
Postage Stamp
Petition
Job
Opportunities
Capitol Hill Visit
#USLCA13
WBW 2013
Webinars
Billing Code
Help

Connect with us!

SuperFood For

Babies And More!

Click the
Facebook and
Twitter boxes
below to join
the
conversation
and stay up-todate on the
latest
information.



2501 Aerial Center Parkway, Suite 103 Morrisville, NC 27560 919-861-4543

info@uslca.org

Letter From The President

Alisa Sanders RN, IBCLC, RLC

When you contact the USLCA management office in the future, you will notice someone missing. Our Executive Director, Scott Sherwood, has moved on to new opportunities. Scott has been an integral part of the USLCA family and our entire board would like to thank Scott for the many years of excellent service and friendship.

Your executive board is working feverishly to find a replacement for Scott; in the meantime, we have a great pinch-hitter in Margaret Williams. Margaret has been indirectly working with the USLCA for the past few years in the accounting department and is eager to help. You may reach her here.

Thanks, Scott, for your contributions to our association. You will truly be missed.

Not Good Bye, See You Soon

Scott Sherwood

In 2007, I had the privilege to start working with the USLCA. It was a new association, and for the past seven years, I was able to watch it grow. I am proud to have been a part of such passionate group. It was clear from the start that this was not going to be just a job; I was welcomed and treated like family.

And now it is time for me to move on. As I move forward, I am not going to say good bye; just see you soon! I accepted a position with Kathy Kendall-Tackett's publishing company, Praeclarus Press. I am very excited and blessed to be working with Kathy, and the wonderful authors in the field of lactation and women's health. As an added bonus, my new position will allow me to keep in touch with many of you who have made an impact in my life over the last seven years.

I look forward to seeing everyone at the USLCA conference in May. Finally, I want to publicly thank the USLCA board for all they have done for me, my wife Nora, and my children, Noah and Willow. I also want to thank the ILCA board. It's been great working with you. Thank you for all you have done for me. And finally, I'd like to thank my wonderful colleagues on the ILCA staff that I have worked beside for so long. I will miss you all.

Stop by and see me at the Praeclarus booth. I look forward to seeing you in St. Louis.

Focus On Marketing

Debi Ferrarello, MSN, MS, IBCLC

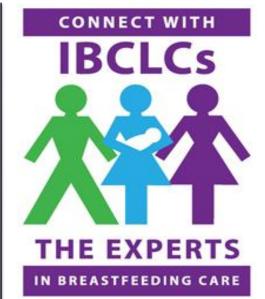
I recently attended a fabulous birthday bash that dear friends threw for themselves. It was their special day and they chose to celebrate with good friends, good food, and good times. We guests were caught up in the fun---We enjoyed learning more about our hosts and were filled with appreciation.

IBCLCs, your special day is right around the corner. IBCLC Day is Wednesday, March 6. How will you celebrate? Will you host a party for your referral sources, former clients, or young families in your community? Serve cake in the hospital cafeteria? Bring plants to local physician practices with a card noting that IBCLCs help grow mothers' confidence and healthy babies? IBCLCs are creative---let your ideas flow and invite others to join your celebration.

As a US-based IBCLC, you are a member of both ILCA and USLCA and both are ready to help you celebrate! ILCA's website is "party central" offering free-to-download goodies such as a customizable press release, full-color certificates for IBCLCs and supporters, and gorgeous "cake art" featuring this year's theme: "Connect with IBCLCs, the Experts in Breastfeeding Care." Visit www.ilca.org and take a look!

USLCA's newest resource "IBCLCs: The Documented Difference," shows the tremendous value of IBCLCs by listing recent articles from peer-reviewed journals. The evidence is clear: IBCLCs make the difference! Download this one-pager and be sure to include as an attachment or hard copy with all of your IBCLC Day correspondence. You, the IBCLC, are the expert in breastfeeding care. Truly something to celebrate!





This month, ROSE (Reaching Our Sisters Everywhere), MomsRising.org and the U.S. Breastfeeding Committee (USBC) are working together to publish "Blk BFing: Making HERstory", a blog carnival focusing on breastfeeding and African American mothers in honor of Black History Month. The blog carnival will be published on MomsRising.org on Tuesday, February 26 and will include a wide variety of blogs to inform, inspire, and demonstrate the active African American breastfeeding community. On Wednesday, February 27 from 9-10 pm ET, the co-organizers will also host a Twitter chat at hashtag **#BlkBfing** to highlight this multifaceted conversation about breastfeeding and Black History month. The momentum will continue on Facebook with a series of infographics published throughout the week. See the invitation on page 3 for more information!

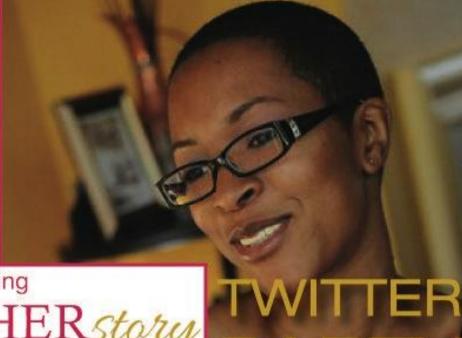
f 💆

Start a Discussion February 2013 Page 2









National Breastfeeding

Making HERstory

Join us for a Twitter Party to discuss the importance of breastfeeding and increasing African American rates in honor

of Black History Month.

with

Sojourner Marable Grimmett Mom Blogger

@SOJOURNERRUTH

Reaching Our Sisters Everywhere (ROSE)

@SUPPORT ROSE

MomsRising @MOMRISING

and the

U.S. Breastfeeding Committee (USBC)

@USBREASTFEEDING

On Twitter using the hashtag #BlkBFing



United States Breastfeeding



Postage Stamp Petition

David Stark, the creator of "BabyBabyOhBaby: Nurturing Your Gorgeous & Growing Baby By Breastfeeding, is helping to spread the word about the petition for a postage stamp to "depict, promote, and normalize breastfeeding." David came across a colorful array of stamps from around the world as he did research for his DVD and created a layout of his favorites that he gave as prints to special people who helped him with his video. David is making the graphic available for free to help generate interest in the campaign. This collection of stamp art is beautiful...See for yourself! Thank you, David Stark! www.BabyBabyOhBaby.com



MIBFN Executive Director Position Open

Michigan Breastfeeding Network (MIBFN) is seeking an Executive Director who can provide strategic and visionary leadership to the organization. Established in 1998, MIBFN provides breastfeeding education, advocacy, and networking opportunities to the state of Michigan. We are searching for an experienced, dedicated, and self-motivated leader who can engage our various constituencies to share in MIBFN's vision. This position is a great match for an energetic person who is eager to apply their talents, develop new skills, and make a profound difference for breastfeeding in Michigan.

Qualified candidates will have a bachelor's degree, an interest in & understanding of breastfeeding, and 2-3 years of non-profit management experience. Salary is competitive and commensurate with experience.

For the full job description and information on how to apply, please visit this <u>link</u>.

MIBFN has engaged McAlpine Consulting for Growth, LLC to assist in this hire. Questions can be directed to mairita@lmcalpine.com. Applications must be received by March 8, 2013. MIBFN is an equal opportunity employer.

February 2013 Start a Discussion Fage 4

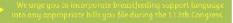


Improving Support for Breastfeeding

Breasifeeding... is vitally important to mothers' and infants' health... The time has come to set forth the important roles and responsibilities of clinicians, employers, communities, researchers, and government leaders... to take on a commitment to enable mothers to meet their personal goals for breastfeeding,

.S. Surgeon General Dr. Regina Benjamin

The Affordable Care Act requires "Comprehensive lactation support and counseling, by a trained provider during pregnancy and/or in the postpartum period, and costs for renting breastfeeding equipment.



We request that you urge the Department of Health and Human Services to issue guidelines for meeting requirements of the Alfordable Care Act to insurers relative to lactation support, including the Surgeon General's recommendation for use of International Board Certified Lactation Consultants (IBCLC) as providers of the required lactation support services.



We request that the Affordable Care Act guidelines include information on correct chaice of breast pumps, instruction on proper use of the breast pump and that IBCLCs are the provider for this guidance. We also request that insurers and pump distributors be required to provide the breasts pump within 24 hours when medically necessary.





We request that the Prevention and Public Health Fund be kept intact and that funds be appropriated for breastfeeding protection, promotion, and support efforts

We request you to urge that Medicaid reimburse IBCLCs for lactation care and services, regardless of their licensure status. organizations to credential IBCLCs to provide this care.





We request you to urge all birthing hospitals to achieve the Baby Friendly designation.

Breastfeeding recommendations include:



- Ensure access to services provided by International Board Certified Lactation Consultants.
- Provide reimbursement for IBCLCs independent of their aving other professional certification or licensure.
- Developing state licensure of lactation consultants.

USLCA Visits Capitol Hill

by Marsha Walker, RN, IBCLC

USLCA is committed to upholding its mission of advancing the IBCLC through a number of ways including advocacy. I had the pleasure of joining USLCA's government relations consultant for a day of educating Congressional offices in Washington, DC. On January 23, 2013 we met with eight legislative offices, talking about the role of the IBCLC, the importance of breastfeeding, and the necessity of assuring that all mothers had access to an IBCLC. We educated congressional staff on reimbursement challenges and how this creates a disparity situation for mothers who cannot afford lactation services when their insurer declines to reimburse IBCLCs. We left behind a packet of information about USLCA and IBCLCs, including the new document, "IBCLCs: The Documented Difference," available here.

Because Congressional offices are so busy and are inundated with materials left behind by many special interest groups, we created a "leave behind" that was designed to catch and hold the interest of Congressional staff and legislators which accompanies this article. We are following up with each Congressional office, sending any additional information that they have requested. By creating a visible presence on Capitol Hill, we hope to continue the advancement of the IBCLC through the legislative process.

f 💆 February 2013 Start a Discussion Page 5



Friday, May 3 - Sunday, May 5, 2013 * Union Station Hotel, St. Louis MO

USLCA is pleased to announce the line-up of speakers for its first ever conference, May 3-5, 2013, in St. Louis, MO. This exceptional group of speakers will be sharing their knowledge, experience and insight. They are a diverse and knowledgeable group who will help set the tone for a productive and engaging weekend.

Marsha Walker will kick off the 2013 USLCA Conference with her Plenary session at 8:30 am, Friday, May 3, titled "The State of Breastfeeding in the US: We've Come a Long Way with "Miles To Go Before We Sleep." Later on Friday, Catherine Watson Genna will deliver a plenary session on Reflux, GERD and Breastfeeding. And Thomas Hale will cap off the day with his session "How To Evaluate Drug Usage in Breastfeeding Mothers."

Over 50 workshop and concurrent sessions will be offered. Stay tuned as additional speakers will be highlighted in coming weeks, and please be sure to check our <u>Facebook Page</u> for the latest news.

To follow the conversation surrounding this event, use and look for this hashtag: #USLCA13

Hurry! Don't miss this last chance to submit a clinical or research poster abstract for USLCA's inaugural "Gateway to Excellence" conference in May. Presenting your work will ensure that it will be viewed by some of the most influential and esteemed colleagues in the field. The deadline has been extended to March 1st, 2013 (EDT) and notice will be sent out April 1st, 2013. More information can be found on the USLCA website and any questions can be directed to USLCA's Research Taskforce Chair, Genae Strong, PhD, CNM, RNC-OB, IBCLC at gdstrong@memphis.edu.

Members: USLCA's exciting Gateway to Excellence conference is fast approaching. One of the favorite parts of any event is the exhibit hall. What Code-compliant vendors would you like to see in St. Louis? Please let us know a.s.a.p.! Send your suggestions to: margaretw@imiae.com today.





February 2013 Start a Discussion 📑 🛂 Page 6



Friday, May 3 - Sunday, May 5, 2013 * Union Station Hotel, St. Louis MO

CERPs

The Conference is approved for 17.5 CERPs. USLCA is also applying to provide continuing education credits for nurses.

Need E-CERPs? We have them!

Saturday, May 4, 2013

10:30-11:45 am, Concurrent Session A4- The Ongoing Search For Excellence: Our Lives In The Workplace – Molly M Pessl, BSN, IBCLC, *E-CERP*, 1.25

1:15-2:30 pm, Concurrent Session B3-The Code In Everyday Practice – Liz Brooks, JD, IBCLC, FILCA, *E-CERP*, 1.25

4:15-5:30 pm, Concurrent Session D6-Referrals, Risk And Responsibility: Whose Job Is It Anyway? – Alisa Sanders, RN, IBCLC, RLC & Laurie Beck, RN, MSN, IBCLC, RLC, E-CERP, 1.25

Sunday, May 5, 2013

Sunday Workshop 1 – Breastfeeding and the Law

9:15-10:15 am, Litigation And Lactation: Role Of The IBCLC Expert Witness – Liz Brooks, JD, IBCLC, FILCA, *E-CERP*, 1.0

10:45-11:45 pm, Case Studies Of Legal Issues And The IBCLC –Jake Marcus, JD, E-CERP, 1.0 Plenary #6

12:45-1:45 pm— Who's Your Daddy...Mommy, Surrogate or Donor? Modern Families And Lactation, Liz Brooks, 1.0

Sunday Workshop 2 - Sleep Like a Baby

9:15-10:15 am & 10:45-11:45 pm, Sleep Like A Baby - Diane Wiessinger, MS, IBCLC; Diana West, BA, IBCLC; And Linda J. Smith, MPH, IBCLC, FACCE; For both sessions: 1.5 L-CERP, .5 E-CERP

Early Bird Registration rates are good through March 1!

Click here for registration brochure.

Click here to register online.

Click <u>here</u> to reserve your hotel room now! St. Louis Union Station Hotel - A DoubleTree by Hilton Hotel – is offering a special USLCA rate of \$139 Single/Double.

To follow the conversation surrounding this event, use and look for this hashtag: #USLCA13

February 2013 Start a Discussion **f** Page 7

WABA Launches World Breastfeeding Week 2013 Website

WABA has announced the creation of a new World Breastfeeding Week (WBW) 2013 website. This dedicated website will contain information on the 2013 WBW theme, "Breastfeeding Support: Close to Mothers." This theme's focus is on peer counseling. All materials developed for the 2013 WBW celebration will be uploaded to this site which will be adding more materials throughout the months leading up to WBW. These materials will include updates, downloadable materials such as the Announcement Calendar, the Action Folder, the Annual Photo Contest, translations, and much more. Check this site frequently for materials and ideas to help you celebrate the 2013 WBW.



mPINC Survey To Be Repeated—With Your Help!

Marsha Walker, RN, IBCLC, RLC

The Centers for Disease Control and Prevention (CDC) is seeking approval from the Office of Management and Budget (OMB) to repeat the Maternity Practices in Infant Nutrition and Care survey (mPINC) for the years 2013 and 2015. Since 2007, the mPINC survey has served as a catalyst for hospitals to improve their breastfeeding support through changes in practices and care processes over time. The CDC is requesting comments from the public on the importance of continuing this survey. It is important for breastfeeding advocates to provide comments regarding the effectiveness of the mPINC survey and the necessity of continuing to have access to a tool that has proven to be so effective in causing change. Comments are due in 60 days (April 13, 2013). The entire request for public comments can be found here, which has background and instructions for submitting your comments.

February 2013 Start a Discussion **f** Page 8

OUR MISSION: TO ADVANCE THE IBCLC WITHIN THE UNITED STATES THROUGH LEADERSHIP, ADVOCACY, PROFESSIONAL DEVELOPMENT, AND RESEARCH.

Scheduled Webinars

Торіс	Speaker	Date & Time	Cont Ed Credit	Cost	Registration Deadline
"Using Twitter to Help Breastfeeding Mothers"	Amber McCann, BA, IBCLC	February 26, 2013 1:00pm to 2:00pm EDT	1 R Cerp	Members \$20, Non-Members 30, Groups 3-10 \$55, Groups of 11 or more \$75 Join USLCA and save on all of our webinars!	February 25, 2013 Register Now Webinar will be recorded
"A guide to understanding how to diagnose and maxillary lip-ties and tongue-ties 2013"	Dr. Larry Kotlow, D.D.S.	April 8, 2013 1:00pm to 3:00pm EDT	2 L Cerp	Members \$30, Non-Members 40, Groups 3-10 \$65, Groups of 11 or more \$85 Join USLCA and save on all of our webinars!	April 8, 2013 Register Now Webinar will be recorded

USLCA recorded webinars are available for <u>purchase</u>.

USLCA is looking for speakers to donate their expertise and time. Submit your topics today by email.

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







Join our Facebook Fleet!

If you would like to help us stay in touch with all of our Facebook friends, let us know! We will invite you to join our Private Social Media Committee.

Send off a quick request to join this <u>Facebook Group</u> and we will take it from there.

Thanks for helping to keep USLCA fresh on Facebook!

OUR MISSION: TO ADVANCE THE IBCLC WITHIN THE UNITED STATES THROUGH LEADERSHIP, ADVOCACY, PROFESSIONAL DEVELOPMENT, AND RESEARCH.



The days of the "kitchen table board meeting" are back with a high-tech twist. Your USLCA Board spent a full day together separately in kitchens (offices, living rooms, etc.) meeting in seven different states and across three time zones. While we missed the camaraderie of a 'live' meeting, we loved saving thousands of member dollars for our annual winter strategy session!

Suggestions For Billing Codes For IBCLCs

Judith L. Gutowski, BA, IBCLC, RLC, Chairperson of the Licensure and Reimbursement Committee

There are several classifications of CPT or HCPCS Codes which IBCLCs can theoretically use to bill for their services. There are advantages and disadvantages to each of these codes. None of the codes are really suited ideally for the work that IBCLCs do, but we are required to use the available existing codes which are meant for other kinds of health care professionals so we must adapt.

It is necessary to realize that each insurance company may have different and predetermined policies delineating which codes are approved for payment to various provider types. If you are an IBCLC or other type of health care provider contracted with specific insurers, then you should refer to their policies on coverage. For example, some insurers do not cover any education codes at all so a class may not be reimbursable. Some insurers will only cover preventive 994xx counseling codes for IBCLCs and will not cover any of the evaluation and management codes.

Review our <u>table</u> of CPT / HCPCS codes which <u>can</u> be used for **out-patient** billing in various settings. If you are not a credentialed or contracted provider with particular insurers, then you will have to try to best select a code that describes your work and will offer adequate payment for the time and expertise you are providing. Factors to consider in the billing code decision and more information, <u>here</u>.



We'd love to hear your comments and input.

Let USLCA know what you think via email, Facebook or Twitter.

Stay Organized And Show Your Support For USLCA

USLCA clipboard comes with: calculator educational sheets,

inserts, and conversion chart

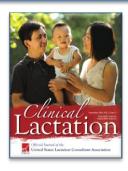
Members: \$22 for one, 2 for \$40.00. + SH;

Non-members: \$25.00 +SH

Contact us to get yours. Great gift idea!

Available in the ILCA bookstore.





Clinical Lactation Goes "Open Access"

Clinical Lactation, USLCA's journal, has gone open access. The journal is now open to everyone with all issues available online. We urge you to inform your colleagues and take advantage of this special opportunity while it lasts. Help get the word out. Links to all articles and issues can be found here.

Breastfeeding Rates Are Rising, But Disparities Still Exist

A new report from the Centers for Disease Control and Prevention (CDC) found that the percentage of mothers who initiate and continue breastfeeding is rising. From 2000 to 2008, mothers who started breastfeeding increased more than 4 percentage points. During that same time, the number of mothers still breastfeeding at six months rose nearly 10 percentage points, from 35 percent in 2000 to nearly 45 percent in 2008. Gaps in breastfeeding rates between African American and white mothers are narrowing. The gap narrowed from 24 percentage points in 2000 to 16 percentage points in 2008. Although rates of breastfeeding at six months increased by more than 13 percent among African American mothers, this group still had the lowest rates of breastfeeding duration, indicating that they still need more, targeted support. The report found that, "This persistent gap in breastfeeding rates between black women and women of other races and ethnicities might indicate that black women are more likely to encounter unsupportive cultural norms, perceptions that breastfeeding is inferior to formula feeding, lack of partner support, and an unsupportive work environment. All breastfeeding women need support, but specific interventions might be needed among populations with lower breastfeeding prevalence." Especially needed are targeted strategies to increase breastfeeding support for black women. The entire report can be seen in the February 8, 2013 issue of the Morbidity and Mortality Weekly Report here.

February 2013 Start a Discussion **If** Page 11



OUR MISSION: TO ADVANCE THE IBCLC WITHIN THE UNITED STATES THROUGH LEADERSHIP, ADVOCACY, PROFESSIONAL DEVELOPMENT, AND RESEARCH.

Breastfeeding Promotion Consortium Meeting

January 24, 2013, Report to the Board Marsha Walker, RN, IBCLC, RLC

The Breastfeeding Promotion Consortium is facilitated by the US Department of Agriculture, Food and Nutrition Service. It has been meeting since 1990. This meeting provides a direct conduit to many federal agencies and is always rich with contacts. Updates of interest include:

- 1. WIC has a new peer counselor training curriculum entitled, "Loving support peer counselor training: a journey together. This is a huge PowerPoint that can be accessed <a href="https://example.com/here.com/he
- 2. WIC will be awarding certificates to local agencies for peer counselor programs and good breastfeeding promotion.
- 3. The CDC will be releasing a disparities in breastfeeding report February 8, 2013 in the Morbidity and Mortality Weekly Report.

The CDC will be engaging in a systematic review of the 10 steps

The CDC will be asking for public comments regarding the next two mPINC surveys. USLCA and members should respond to this once it is announced in the Federal Register

- 4. The Department of Health and Human Services (HHS) will be releasing a new breastfeeding campaign targeted to African American mothers. Entitled, "Mother's Love, Mother's Milk," it is expected to be launched in April or May.
- 5. The National WIC Association has developed a document entitled, "Six steps to achieve breastfeeding goals" to help local agencies improve and sustain breastfeeding. This is part of their strategic plan for breastfeeding (see this and this) and it recommends that:
- Each WIC clinic site has access to consultation with an IBCLC
- Staff is supported to attain and maintain the IBCLC credential
- An IBCLC is available at each WIC clinic site for breastfeeding referral and mentorship

I had a long talk with the person at FDA who oversees infant formula. The FDA regulates structure/function claims, not health claims, on infant formula cans. He said the Federal Trade Commission needs more consumer research regarding the effect formula marketing has on the consumer and the purchasing decision.

February 2013 Start a Discussion 📑 💆 Page 12



Guidelines For Establishing A Federal Nursing Mother's Program

The U.S. Office of Personnel Management has just released its new publication, <u>Guide for Establishing a Federal Nursing Mother's Program</u>. This document explains the requirements contained in the <u>Affordable Care Act</u> that Federal agencies must meet. The 21 page guide delineates the benefits of breastfeeding and breastfeeding support to agencies, mothers, and their nursing infants. It provides step-by-step instructions to develop a lactation support program from the ground up with additional information on how an agency can improve and sustain an existing program. A number of Federal agencies with outstanding nursing mother's programs are featured to aid employers with exemplary examples of how such programs can function. This guideline will be helpful to anyone working to improve worksite breastfeeding support.

SuperFood for Babies: How Overcoming Barriers To Breastfeeding Will Save Children's Lives

This new report from Save the Children accuses infant formula marketing campaigns with promoting misleading claims about the nutritional benefit of using formula that have no scientific basis. The charity says marketing practices adopted by some manufacturers are a barrier to encouraging more mothers to breastfeed. SuperFood for Babies examines the reasons behind the lack of progress in improving breastfeeding rates worldwide with emphasis on the four major barriers that prevent mothers from breastfeeding their babies:

- Community and cultural pressures
- Health worker shortage in developing countries
- ·Lack of paid maternity leave
- The big business barrier

This report serves as a call to action for the world to rediscover the importance of breastfeeding and for a commitment to support mothers to breastfeed their babies, especially in the poorest communities. A number of recommendations are provided, such as calling on all governments to introduce nationwide breastfeeding-friendly policies and legislation. They should provide maternity leave in line with the International Labor Organization (ILO) minimum recommendation of 14 weeks of paid leave but working towards best practice of 18 weeks. Another recommendation is to hold formula companies accountable at a global level by having the UN create an effective body to monitor reports of, and rule on, Code violations, and publicly disclose, in detail, all Code violations. The entire report can be read here.

USLCA Board Of Directors and Staff

- President: Alisa Sanders, RN, MSN, IBCLC, RLC—Texas
- Secretary: Michele Bunker-Alberts, CFNP, IBCLC, RLC—California
- •Director of External Affairs: Sylvia Edwards, RN, MS, IBCLC, RLC—Texas
- Director of Public Policy-Licensure and Reimbursement: Marsha Walker, RN, IBCLC, RLC—Massachusetts
- •Director of Professional Development: Barbara Robertson, BA, MA, IBCLC, RLC— Michigan
- •Director of Members Services Chapters: Regina Camillieri, , IBCLC, RLC —New York
- *Director Of Marketing: Debi Ferrarello, MSN, MS, IBCLC—Pennsylvania
- eNews and Social Media Editor: Titania Jordan— Atlanta

February 2013 Start a Discussion Fage 13