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## Letter From The President

The USLCA Board of Directors just finished our fall planning meeting. This meeting is our strategic planning and budget setting meeting. It was three full days of a fully concentrated effort. I want to let you know that each of your board members brings unique skills and talents to this organization. As I looked around the room, each one had a story of what it took for them to be there. Most of the Directors attend these meetings by using vacation or personal time from their regular jobs. The many hours that each of these ladies dedicate is truly amazing. They are creative and passionate about the mission and vision of our organization. It is an honor and a lot of fun to work with these wonderful women.

During our planning meeting we decided on two main strategic areas of focus for the coming year. **The first is improving our grassroots efforts.** Reinforcing our infrastructure is critically important to accomplishing licensure and reimbursement for the IBCLC. All of the planning in the world is ineffective without members on the ground to actually carry out a dedicated local effort. This year there will be more dedicated and specific tasks that we need the chapters and members to accomplish. Organizing this effort requires that we ask you to complete a **few** surveys. After everyone's collective sigh, let me say, I do not like surveys either. However, I promise this will not become a routine request from USLCA. Our strategic planning of these grassroots campaigns requires your valuable input.

**Second on the priority list is continuing to improve our outreach with other professional organizations and increase the awareness of what an IBCLC does.**

We know our members are very active in multiple local and state activities. USLCA is working to develop the resources needed for our members to represent the IBCLC in their regular course of doing business.

Your board knows that our members want more job opportunities and security in the jobs they currently hold. This year we will be rolling out one of the biggest job opportunities we have ever been a part of. It is a prospect for USLCA **members only!** I can promise you that this is big. It is a partnership that will be beneficial to both USLCA and mothers and babies in the US. If you want to be a part of this cutting edge opportunity you must renew your membership. The exact details of the project will be coming in the next few weeks. Watch your inbox and renew your membership today!

Until next month,  
Alisa Sanders RN, IBCLC,RLC



# Call for Nominations

USLCA is seeking a new Board of Director for the Marketing Committee. The Marketing Committee oversees the eNews, press releases, and a variety of other marketing materials that USLCA publishes to advocate for the IBCLC profession. The role of the Board of Director is to oversee the committee's work, to recruit new committee members, to participate in monthly board meeting conference calls, and to participate in three Board of Director meetings a year. Nominees must be an IBCLC and a USLCA member for at least 3 years.

Please submit yourself or a colleague to [USLCA's Executive Director](#) and he will forward to the USLCA Nominations Committee. Voting for member approval will occur in the Spring of 2014 and the position will begin in July of 2014.

Laurie Beck, RN, MSN, IBCLC, RLC  
Chair of Nominations Committee

## California Governor Signs Bill Requiring Hospitals to Adopt Baby Friendly Practices

Hoping to increase the number of Baby Friendly hospitals in California, SB-402 was signed into law by California Governor Jerry Brown on October 9, 2013. The new law requires all general acute care hospitals and special hospitals that offer maternal/newborn services to adopt the "Ten Steps to Successful Breastfeeding" per Baby Friendly USA's Baby-Friendly Hospital Initiative, or an alternate process that includes evidence-based policies and practices and targeted outcomes. Click [here](#) for more information.

## Scheduled Webinars

### Baby-Friendly Bedside Care for Low- and High-Risk Infants: A Shared, Sustainable, Proactive Model

with Jane Morton, MD

October 30, 2013

More information on this webinar can be found [here](#). [Register today!](#)



### Getting it Right from the Beginning: Lactation Support in the Hospital

with Kathleen Marinelli, MD, IBCLC, FABM, FAAP, Barbara Robertson, BA, MA, IBCLC, RLC, and Linda J. Smith, MPH, FACCE, IBCLC, FILCA

November 7, 2013

More information on this webinar can be found [here](#). [Register today!](#)

#### Connect with us!

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



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

**USLCA recorded webinars are available for [purchase](#).**

Join us as Dr. Jane Morton reveals her evidence-based research of the A,B,C's as the mechanism needed to implement the changes required to provide excellent bedside care for both low and high risk infants. She will share the "Share the Care: 4-point plan" along with tips to support exclusive breastfeeding. We will learn guidelines to support the use of individual postpartum care for the at-risk mother-infant dyad, including uninterrupted contact, unlimited breastfeeding and individualized supplementation plan. All this along with preventative management guidelines to enhance your practice. [Don't miss](#) this wonderful opportunity.

## Check out our new Facebook Page, Breastfeeding Talk With USLCA, too!



### Attention Chapters!

Having a Conference? Let us help you spread the word! Send your conference information to USLCA and we will post it on our website. There is no charge for this chapter benefit. Send your information to [marketing@uslca.org](mailto:marketing@uslca.org) and we will take it from there.

### Hints for Hospitals: Paying for Infant Formula

The October 2013 issue of the NICHQ (National Initiative for Children's Healthcare Quality) newsletter discusses key issues in helping hospitals pay for infant formula as they work towards the Baby Friendly designation. Guidelines are provided on how to handle formula company scare tactics, how to approach the issue from a business standpoint, the importance of educating staff, and many other helpful hints. See this [link](#) for more information.

**Members, watch your email boxes...An exciting exclusive opportunity for USLCA Members ONLY will be announced very soon. Stay tuned...**

#### USLCA Board Of Directors and Staff

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