

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 E-news
April 2008/ Issue 8

From the President

President's Address

Dear Members,

Exciting times! A lot has gone on with USLCA's Board of Directors this spring and I would like to share the highlights!

USLCA BOD's met for our spring board meeting March 31st through April 2nd at the Red Rock Resort in Las Vegas, Nevada. There are a couple of reasons that the board meeting was held there:

1. Cost effective: Since the USLCA/ ILCA Conference is being

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held there this summer, the negotiations of the conference package included discounts for holding USLCA's and ILCA's spring board meetings there. This is customary as this gives the BOD an opportunity to:

2. Learn the lay of the land: This is a wonderful way for your board to become familiar with the conference venue so that we can share our impressions with you, along with some tips on how to enjoy your time there.

So...what did the board think?

A unanimous WOW! The facility is beautiful and very comfortable. The resort is far enough away from the Las Vegas Strip not to feel distracted by all that goes on there, but close enough that a quick ride to the Strip is possible. I did go to the Strip with a small group to see 'Menopause Musical.' We laughed till we cried—and also identified! There are many types of entertainment opportunities; I encourage you to choose at least one show to attend and enjoy.

If you don't want to go to the Strip, or leave the hotel at all, there is plenty to do at the Red Rock Resort. A Movie Theater, full service spa, variety of restaurants, and even a bowling alley are onsite to enjoy! I plan to spend at least a couple of hours bowling this summer and maybe spring for a massage—come and join me.

Gambling? It is available if you want to give it a try, but certainly not the only thing to do, and totally separate from the conference facility. Another pleasant surprise was the emphasis on visitor/tourist comfort. I can truly say the



Glenda Dickerson, RN, MS, IBCLC
USLCA BOD President

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service was some of the best I have ever experienced. Every point of service was pleasant and well-planned. From the smiles and friendly demeanor of employees at the airport, resort, and restaurants to the efficiency with which our needs were taken care of, I would rate my experience 5 Star! Las Vegas puts out the red carpet for visitors—I felt safe and comfortable everywhere we went.

I am so excited about returning this summer. My husband plans to come so that we can stay a few extra days and take advantage of some of the near-by sites. We're going to drive to the Grand Canyon, making a few side trips along the way. The landscape is so different from the green rolling hills of Alabama, but beautiful in its own way!

But hey, did we get any board work done?

You bet! We spent two full days in a conference room reporting on what we have accomplished, what we are currently working on, and also working through issues. Our Board also worked on updating our strategic plan.

We enjoyed having our newest board member, Faith Ploude, with us at this board meeting. I look forward to serving with Faith on the Board and hope that many of you will be able to meet Faith at the USLCA/ILCA conference in July.

As the USLCA Board President, I, along with Isabella Cotes, President of the Canadian Lactation Consultant Association (CLCA), were invited to participate in strategic planning with ILCA's BOD. ILCA's BOD will be sharing those plans with you. As an USLCA/ILCA member, I came away with a new respect for the ILCA board, Executive Director, and staff. They are a hard working and visionary group—a winning combination. I feel privileged to belong to an organization that cares for both the issues and people in our profession. USLCA, CLCA, and ILCA are working hard to build an organizational structure that will address the needs of our members in the most efficient way. Help us grow!

I encourage you to make every effort to come to the conference and attend our annual member's meeting, on Thursday, July 24, from 5:30-6:30pm. I also hope that you will come by and meet the USLCA BOD at the ILCA booth in the exhibit hall. USLCA's BOD will be there as much as possible during the conference to be available to listen to your input and just to say hello and get to know you better. Members of Canada's (CLCA) BOD's will also be at the conference this year. What a wonderful opportunity to get to know members of our sister organization. I have always felt that being an IBCLC provides a strong link to people of many cultures and nationalities. The USLCA/ILCA Conference brings that link to life!

Get involved! YOU are USLCA! USLCA is ILCA in the U.S.

One Voice!

Glenda Dickerson RN, MS, IBCLC
USLCA Board President

USLCA Board of Directors Elections Coming Soon!

Be on the lookout for information on the upcoming USLCA BOD elections. The Nominations Committee has been hard at work coming up with a slate of candidates who will work hard for you. When the email arrives with the nominations and voting instructions, please take a moment or two to think about how these candidates will represent YOUR voice and help make it OUR voice.

Each One Reach One (EORO) Race Heats Up!

Roberta Graham Escobedo, ILCA's Director of Membership, would like to have you think ahead to *next year's* ILCA conference:

Would you like to win a FREE conference registration for our 2009 Conference in Orlando, Florida, USA? There is still time to get in the Each One Reach One race before the June 30, 2008 deadline! So far, this year's EORO competition has brought in 157 new ILCA members! [read more.](#)

CONFERENCE/EVENT UPDATES

RED ROCK—THE PLACE TO BE THIS SUMMER!

ILCA/USLCA Conference 2008

Don't miss this exciting opportunity to attend the first ILCA/USLCA co-sponsored conference. If you have attended ILCA conferences in the past, you are in for a treat. If you have never attended an ILCA conference, you are in for an experience of a lifetime! ILCA conferences are always exciting and this one will be one of the best. There are more speakers and sessions than ever before!

Please join us as ILCA and USLCA join together to provide excellence in continuing education to individuals interested in providing excellence in lactation care. The conference is scheduled for July 23-27, 2008 and will be held at the [Red Rock Resort](#) in Las Vegas, Nevada. The resort is

News Flash from ILCA! IBLCE releases revised IBCLC Scope of Practice

After considerable hard work and input from ILCA, a revised Scope of Practice for IBCLCs has been approved by the IBLCE Board of Directors and is posted on the [IBLCE website](#). While issued by IBLCE, we are pleased to report that this Scope of Practice is supported by the ILCA Board of Directors as well. We especially want to thank the members of ILCA's Scope of Practice task force, chaired by Jan Barger, who spent many months to provide input to IBLCE on such an important document for the IBCLC profession.

Sincerely,
Becky Mannel
President ILCA Board of Directors

Lactation Management: Techniques, Tips, and Tools for the Health Care Provider

Have you seen the new book, Lactation Management: Techniques, Tips, and Tools for the Health Care Provider? Written by our USLCA board member, Maureen Dann, PNP, IBCLC, Lactation Management is a user friendly manual for the clinician. Chapters are alphabetical according to common concerns. Information is organized in an outline format or by frequently asked questions. This makes it easy for you to quickly access the information you need. Each recommendation is referenced. [read more.](#)

a premiere educational facility with state of the art accommodations. The location offers a wide range of activities and events for the whole family.

Also, new to this year's conference, on Monday, July 28th, this location will serve as an official IBLCE Examination site. All conference attendees planning to take the exam are invited to a free test-taking tips and relaxation strategies workshop on Sunday afternoon.

For more information or to register, [click here](#). We look forward to seeing you there!

Workshop to Address Promotion, Fiscal Viability of Lactation Services

Insuring quality lactation services in an efficient manner enhances job security for IBCLCs. The vision of USLCA is to see our profession recognized as a valued member of the health care team. Whether you work in an inpatient or outpatient setting, in a health care agency, or in a primary care office, you need to know how to promote lactation care in a cost effective manner.

The USLCA will sponsor a four hour workshop to address these important issues on Wednesday, July 23, 2008 during the ILCA conference in Las Vegas. The workshop, **"Providing Lactation**

"The Business Case for Breastfeeding"—a New HRSA Resource

The Health Resources and Services Administration (HRSA) has made copies available of a new series of booklets in support of IBCLCs and their efforts to support breastfeeding mothers in the workforce: "The Business Case for Breastfeeding." Cathy Carothers, BLA, IBCLC, ILCA Director of Marketing, was instrumental in the five-year development process of this project, and the word is that these booklets are beautiful booklets with practical information ready to use. There are three booklets, one for employers, one for employees, and one for business managers. And they are free for the asking! Order all three at: <http://ask.hrsa.gov/detail.cfm?PubID=MCH00249&recommended=1>.

Once you receive your booklets, if you have comments about how you plan to use them in your work as IBCLCs, please share with our USLCA readers.

Thank you to Cathy and the rest of the developers!

Care – Seeking Quality, Efficiency, Reimbursement" will include a panel of experts from various settings across the United States. Organizing care to insure both quality and efficiency will be addressed. Billing practices that enhance the likelihood of successful reimbursement will be described. Presenters will include professionals from a state-wide health care system, a hospital, and a primary care setting. An IBCLC in private practice and a practice manager with experience in reimbursement for non-physician providers will review billing guidelines.

The USLCA sees this workshop as one way to provide our members with knowledge about the business side of offering lactation services. They hope to see many of you in Vegas to learn more and share ideas for promoting the IBCLC in the health care arena!

Be an Early Bird for USLCA 2008 Conference Registration

Red Rock Resort, Las Vegas, Nevada, July 23-27, 2008

Have you registered for the ILCA Conference in Las Vegas yet? If you are already among the "conference junkies" who love the conference atmosphere—meeting, sharing, and learning from others who share your passion for

CHAPTER NEWS

Florida Lactation Consultant Association (FLCA)

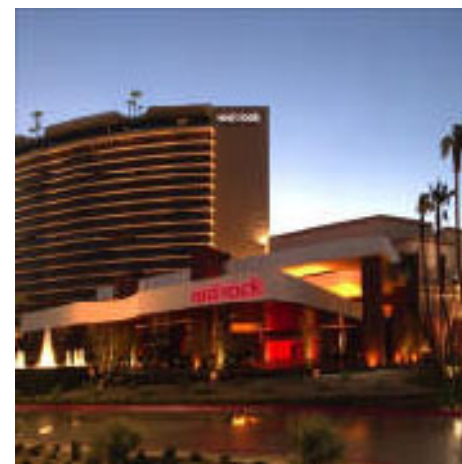
The Florida Lactation Consultant Association (FLCA) was formed some time just following the first IBLCE exam. FLCA meets quarterly and meetings consist of a board meeting early morning, a mid-morning business meeting, lunch and 90 minutes educational presentation with CERPs. Every even year FLCA has a lactation conference, which is their main fundraiser along with memberships. For the past few years, FLCA's membership has been between 150- 200 members. Membership benefits include being on a FLCA Yahooogroup list for sharing and communication, receiving a quarterly Newsletter, CERPs at the quarterly educational presentation and listing on the Lactation Services Resource Directory page of the FLCA Website. [read more.](#)

Sharing Chapter News

As monthly Chapter conference calls continue, it is becoming more and more apparent that USLCA Chapters around the country are doing exciting things. We'd like to showcase some of those things that your Chapter does to inspire others. If you would like to see your Chapter featured in an upcoming eNews, please send me an email at eNewsEditor@uslcaonline.org.

If you have visited the USLCA website lately, you will see that there is a spot just for Chapter news. It's only a beginning, and right now shows little more than where current Chapters are and how to start a new Chapter. We'd like to make this a place for

lactation consulting—and even if this will be your first professional conference, there will be plenty to do, plenty to see, plenty to learn, and time for some fun along the way. [Click here](#) for more pictures of the Resort and surrounding areas.



Save 15% off standard registration by registering early for the ILCA/USLCA conference: **One Voice, Uniting the Profession – Practice, Professionalism, Policy.** Early bird registration is available until May 15, 2008 at: <http://www.guest.cvent.com>

Healthy People 2020 Meetings Underway—and We Still Need YOUR Help!

As has been reported in the last two eNews issues, the public input meetings concerning the Healthy People 2020 objectives are continuing. Because the need for a strong voice for breastfeeding—and the role of the IBCLC in

sharing information Chapters can use to educate, engage, and maybe even entertain their members. Perhaps your Chapter has a newsletter that other Chapters could get ideas for. Or perhaps your Chapter has planned a conference or workshop you'd like others to know about. Or perhaps you have some other ideas that could be shared on these webpages. We'd like to hear your ideas!

If your Chapter representative has not yet joined in on one of the monthly conference calls, please send Karen Querna an email at secretary@uslcaonline.org with your contact information.

FROM THE eNEWS EDITOR

Be Our Eyes and Ears!


It's a big country! There are lots of things happening across the nation that are important to Lactation Consultants, and you can help USLCA alert its members when something of interest is going on. Many LCs are also members of other professional organizations and often there are opportunities for cooperation and partnerships with others working toward similar goals. Please help us help our members. If you hear of something you think the membership would like to know about or be a part of, please send that information to either Glenda Dickerson, at president@uslcaonline.org, or me, at eNewsEditor@uslcaonline.org.

Thanks for all you do!
Melissa Vickers, IBCLC USLCA eNews Editor

helping to achieve those breastfeeding objectives—is critical, USLCA is providing information and support to those of you who may be wondering how to get involved. To that end, we have created space on the [USLCA website](http://uslcaonline.org) for ongoing updates and reports as they come in. In addition to logistical information about the meetings (how to register, what to expect), there is information to help attendees plan public comments, including a template for a public comment that you can customize. For those of you who cannot make it to any of the three remaining meetings (Chicago, April 30; New York, May 14; Washington DC area, May 28), the website will have information on how to send a written comment.

Thanks to information shared by Marsha Walker from the USBC discussions, we also have a list of key messages to consider when making comments, as well as reports from the first two meetings (Atlanta, San Francisco).

The more often they hear these comments, the more likely it is that the people who will make the final decisions on these important health goals will make a prominent place for breastfeeding. If you can attend any of these meetings, please let Faith Ploude (advocacycomm@uslcaonline.org) know immediately so that comments can be coordinated. The guidelines for these comments



ask that only one representative from each organization present a 3 minute public comment. However, since so many of us wear a variety of "hats" by knowing who will be attending at each site, one person can be the official designate for USLCA, and others might speak for individual chapters, coalitions, work place settings, etc. Please help us! Thank you! Melissa Vickers, IBCLC, eNews editor and Atlanta meeting attendee

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