



Minutes from 2016 USLCA Annual General Meeting (AGM)
May 12, 2016

Meeting called to order by President Debi Ferrarello at 7:30 p.m. Eastern Daylight Time

- **Welcome-**

Debi Ferrarello, USLCA President, welcomed everyone to the 2016 Annual General Meeting of the United States Lactation Consultant Association.

- **President's Address**

USLCA is focusing on access—to families needing the services of an IBCLC, aspiring IBCLCs needing access to the profession, and to our members needing access to their professional association. USLCA is You – without the dedication of every member, there is no USLCA. Thank you for your membership and for participating in your Annual General Meeting.

- **Financials**

In a brief overview of the financials for 2015, Danielle broke the expenses into 3 main categories of Board of Directors, Administrative, and Programming/Member benefits. Income was broken into 3 categories as well with 89% of the annual association income being comprised of membership dues. USLCA is mindful of member dollars and works hard to keep administrative costs down to focus on projects that meet member needs. Expenses are broken into fixed and flexible expenses. As income increases and the fixed expenses are covered and more dollars can be put toward the programs such as licensure & reimbursement and marketing.

The 2015 financial summary will also be published in the summer issue of *Clinical Lactation*.

- **Licensure & Reimbursement**

- 38 states working on licensure
- 2 states with licensure - Rhode Island and Georgia
- Numerous documents to help with licensure in your state are available on USLCA's website
- Several webinars specifically on reimbursement issues are available
- Advocacy activities can be seen on "Connecting Across the Country" section of the website and in the monthly newsletter "Advocacy in Action"

- **Thank you Marsha**

Marsha Walker has completed her second 3-year term on the USLCA Board of Directors. She has done an amazing job advocating for the IBCLC as a speaker, author, mentor, presenter, and representative. She is a leader in the field, giving of herself to increase access to the IBCLC throughout the nation. She is zealous, intelligent, passionate, and determined. USLCA is thankful that Marsha is not going away. Marsha has graciously agreed to continue to work with Licensure Committee Chair, Judy Gutowski on these important issues.

- **External Affairs**

USLCA Board of Directors has decided to consolidate the position of Public Policy into the position of External Affairs in an effort to conserve member dollars. In an effort to ensure a smooth transition, Sylvia Edwards has worked closely with Marsha and Judy over the last 6 months to ensure she is ready to take on the new responsibility.

USLCA is your voice at the local, state and national level. USLCA is representing you to USDA, WIC, CDC, HHS, USBC, NWA, Medicaid, Private insurers, and legislators.

Over the past year, USLCA has attended a variety of forums.

- We have met with representatives from CDC in several conferences and USBC meetings throughout the year. We dialogued with CDC regarding the breastfeeding report card offering recommendations on the format. We have a representative on the mPINC expert panel.
- Alisa Sanders and Carole Peterson worked with WIC on development of the NWA position paper “Enhancing Breastfeeding Support in WIC: The Case for Increasing the Number of International Board Certified Lactation Consultants”. This paper was focused on increasing IBCLCs and encouraging IBCLCs in WIC clinics. The paper outlines the crucial role that IBCLCs play in supporting vulnerable mothers and infants, and recommends that federal, state, and local agencies seek ways to create positions for IBCLCs and incorporate IBCLC services into their standard of care.
- Judy Gutowski represented USLCA members at the National Association of Medicaid Directors Conference where she distributed literature on the important contributions of the IBCLC to the Medicaid population and breastfeeding research on the potential cost savings with successful breastfeeding. She made important contacts for future collaborations.
- Ginger Carney represented USLCA at the AAP Obesity Task Force and presented on family education and healthy practices to prevent obesity
- Ginger also represents us at the Academy of Nutrition and Dietetics
- Christine Starika attended the California Breastfeeding Summit. She staffed our exhibit and made excellent contacts with Baby-Friendly USA, WIC area representatives, county health department representatives, Human Milk Bank Director and educators. She made remarks at the Committee Planning Session regarding the function and mission of USLCA. She also met with the CA licensure committee. She distributed many of our documents such as the Who’s Who, the Documented Difference, etc.
- Christine also represented us at the Academy of Breastfeeding Medicine conference, increasing our visibility with physician breastfeeding advocates and encouraging physicians to collaborate with their local USLCA chapters to bring lactation professionals for hands-on clinical opportunities as needed.
- You now have four representatives on the United States Breastfeeding Committee serving on their constellations.
 - Debi Ferrarello represents us on the Infant Sleep Practices constellation working with the National Action Partnership to Promote Safe Sleep (NAPSS) which released in October the official National Action Plan to Increase Safe Infant Sleep. This project was funded by Health Resources and Services Administration (HRSA). Debi is also active on the Nurse Education and Training Constellation.

- Ginger Carney is a member of the Other Health Professional Education and Training and the Workplace Support Constellations
 - Danielle Herbert represents USLCA on the Research Coordination and Translation and the Community- Based Organizations constellations
 - Sylvia Edwards is active on the Lactation Support Providers and Maternity Care Practices constellations.
 - We will be exhibiting at their Coalition Conference in August.
 - USLCA has collaborated with several other national groups on projects during the last year including Every Mother, Best for Babes Milk Stroll, Kelly Mom.
 - USLCA participated in ROSE conferences in Alabama and Georgia and distributed materials. We helped sponsor the Black Mothers Breast Feeding Association conference.
 - Sylvia Edwards is engaged with the Interstate Collaborative with the Carolina Global Breastfeeding Institute and the Empower Breastfeeding Initiative.
 - USLCA has ongoing communication and with educators and our IBCLC professional focused organizations including IBCLE, LEARRC, ILCA and our chapters which Ginger will be reporting on.
- **Marketing** - USLCA's marketing committee has spent the last year working to meet member needs in a variety of ways including:
 - Website upgrades
 - Mobile-ready
 - Search engine optimization
 - Development of a marketing committee with new volunteer committee members
 - Social Media
 - New Facebook group- Aspiring IBCLCs
 - Licensure & Reimbursement group
 - Growth on all social media platforms in the last year
 - Further developing Twitter, Pinterest, and Instagram
 - New Member Minute Editor-Rachel O'Brien
 - Marketing Efforts
 - Hired a marketing consultant
 - Developed brand statements
 - Main Brand Statement: The IBCLC is the national standard in professional lactation care
 - Supplemental brand statements
 - We are experts in the field
 - We are caring health professionals
 - We are strong partners
 - We are an exceptional standard
 - Next steps will be a marketing strategy to reach all audiences-families, health care providers, insurers, government agencies, media
- **2017 Conference**

USLCA will host its second conference May 4-6, 2017 in the Texas Hill Country of San Antonio, TX. Conference planning is currently underway.

The conference theme will be New Horizons in Clinical Lactation – Join USLCA in the Hill Country to Refresh, Renew, and Revitalize your clinical practice.

Veronica Hendrix has accepted the position of conference coordinator and will be overseeing that the conference includes high quality content.

- **Professional Development**

Dr. Genae Strong stepped down for personal reasons; Maureen Dann stepped in to the essential role to help guide USLCA toward the 2017 annual conference.

During Genae's time with USLCA, she arranged many popular webinars, played a critical role in renewing USLCA's ANCC accreditation, and helped launch the beginning stages of conference planning.

Maureen stepped into the role in April and has hit the ground running. Maureen has been instrumental in planning our first regional workshop and conference planning.

Thank you to the many speakers that have presented for USLCA over the past year:

- Suzanne Aquilina
- Ruth Munday
- Kathleen Kendall-Tackett
- Frank J. Nice
- Marsha Walker
- Genae Strong
- Joni Rose
- Maureen Dann
- Donna Sinnott
- Pat Lindsey
- Debra Rose Wilson
- Mary Unangst

We have heard our members asking for low cost, high quality education. USLCA is excited to host our first regional workshop in Bakersfield, CA on June 24, 2016 featuring speakers, Marsha Walker and Christine Staricka.

- **Membership & Chapters**

- Membership grants
 - Last quarter – almost \$200 to 8 people (some only got partial request & did not accept)
 - May – over \$300 to 7 people (awarded 100% of what was requested)
 - Popularity is growing but funds are needed.
- Chapters
 - Currently 30 active “official” Chapters
 - 11 more on their way!
 - Met at ILCA conference in July; conference calls in Oct & Feb; one scheduled for end of May
 - Recognizing ELITE Members on website
 - Now requiring quarterly chapter reports (holds chapters accountable and helps keep them connected)
 - Some confusion at beginning of year as to what is required to stay current:
 - Submission of chapter agreement

- Submission of officers/membership roster (must verify 25% of members are USLCA members)
- President must be USLCA member
- Main concerns of chapters:
 - Building membership
 - Offering educational opportunities
 - Networking to support licensure
- Awards
 - Outstanding Chapter Award
 - IowaLCA
 - Award of Excellence
 - Leah Aldridge, JD, IBCLC, RLC
 - Terry Jo Curtis Award
 - Ana Linares, DNS, RN, IBCLC, RLC
 - President's Award
 - Laurie Beck, MSN, IBCLC, RLC

- **Clinical Lactation, Kathy Kendall-Tackett, PhD, IBCLC, FAPA—Editor-in-Chief**

Clinical Lactation is completing our 7th volume. In seven short years, we have managed to create a wonderful database of articles on all aspects of clinical lactation practice. As I travel around the U.S., a comment I always hear is that USLCA members love the journal and find it useful in their practices. We appreciate comments like that. Our goal has always been to produce a journal that has articles that readers can use right away in their work with new mothers. As we move into Volume 8, we will continue to keep that goal in the forefront of our minds.

The first four monographs from the *Clinical Lactation* monograph series have been very popular. These monographs are compilations of articles that were published in *Clinical Lactation*, but are grouped by topic. The idea behind the series was to make information on various topics easier to find, rather than having to dig for articles in back issues of the journal. These monographs have been popular even with people outside the USLCA, and they carry the name of *Clinical Lactation* and the USLCA to an even broader audience. The first four monographs in the series are: Cultural Competence, Professional Development, Breast and Nipple Pain, and Milk Supply. At this year's ILCA conference, we will add three new titles to the series: Lactation Management I and II, and Intrapartum Care. All royalties for the monographs go to the USLCA.

In May of this year, managing editor, Danielle and Scott Sherwood completed the application for *Clinical Lactation* to be listed on PubMed. We needed to have several years' worth of issues in order to even apply, but an excellent application was submitted. Questions had to be answered about the overall composition of the journal, types of articles published, our peer review process, our editorial review board, and the process our articles go through from submission to publication. A full year's worth of issues was also submitted. Vol. 6 was included. The articles were very good and we were proud to have these issues representing all of our work. And now, we await their decision.

We are excited that both Kathy Parkes and Nikki Lee will be joining us this year as book/media reviewers. We look forward to having reviews in each issue and know this will be a useful feature for our members. If you have a suggestion of a title to have reviewed, or you would like to write a review, please contact Kathy or Nikki and let them know.

Please let us know if you have any comments or suggestions. *Clinical Lactation* is a member benefit. We want to hear from you.

- **Challenges Ahead**

USLCA is working hard and moving forward. Despite many challenges

- Pay and Reimbursement
- Implied equivalency between a one-week classroom credential and one that took years to earn
- Establishing equitable pathways to mentorship and clinical hours
- Diversification of the profession

George S. Patton said “Accept the challenges so that you can feel the exhilaration of victory”

USLCA has accepted that these challenges are real and work hard to advance the profession and association in spite of the challenges.

Victory is:

- Families from each neighborhood, income, and ethnic and racial backgrounds having access to an IBCLC
- A nation where all families have access to IBCLC care as a foundation of optimal health and wellness

To overcome these challenges, USLCA needs YOU! Every IBCLC has a critical role in being the best IBCLC you can be in the work you do.

- Being your best in the work you do
- Collaborating with IBCLC colleagues with respect for differences
- Focusing on common goals

You can help!

- Join or start a chapter
- Volunteer for a committee
- Join the USLCA board

Everyone is in a different position but every bit helps.

“Together, we will taste the exhilaration of victory” -Debi Ferrarello, President