

WALC Business Meeting September 21, 2012

Meeting was called to order at 12:30 PM

Minutes

Corrections to May 2012 Business Meeting Minutes:

- Next meeting is November 13th (not 21st)
- Grant application forms are not "Scholarship applications" but should read "project scholarships"

Approved with above corrections

Treasurer's Report

Recap of last year

Income –

2135	Dues
3124	Book Store
459	Meeting lunches

Expenses

4773	Book Store purchases
7403	Donations and scholarships
3130	Speakers, meeting expenses, Board costs
360	Dues (ILCA)
187	Website

Conference Income and Expenses are kept separate

Current balance –prior to bills this week, including conference income

\$10,180	in money Market Account
\$19,500	in checking account

Programs

Nov13 Tuesday Columbia St Mary's in Milwaukee,

- Julie Stefanski, RD --- will be speaking on Lactation after Bariatric surgery
- Will charge for that meeting - we need an accurate count
- Details will go on website
- \$25 will include lunch, 2 hour CME
- Meredith and Heidi will check on room capacity
- Jenni will work on a poster for advertising

January 18th, Friday meeting

Asking Dr Jen to discuss social media??

May 21st – still looking for location and topic – possibly Madison
Hoping for reimbursement topic

Sept 20th, Friday – possible Rice Lake
November 19, 2013 Open

We are looking for a new Program Chair - possibly need 2 people
We will post on website - people should contact Brook

Membership Currently we are at 128 members

USLCA update –

- Affordable Health Care Act – insurance companies are not yet sure how this will work. Many things need to get worked out. Each state should be writing insurers about this AHCA. Need to send them messages about needs. Need to emphasize IBCLC as the top level of care. Lisa will check on insurers further. Lisa will try to post this on our website. USLCA will send a sample letter.
- USLCA is no longer a longterm provider of CERPS
- Lisa is working to represent rural U.S. in these discussions
- Lisa will keep us updated on our website
- Breastfeeding is a public health issue – need to stress this
- USLCA is hiring a lobbyist to help with affordable health care act issues
- Education issues, webinars, copyright info being discussed
- May 3,4,5 – 1st USLCA Conference

WI BF Coalition – Ann Altshuler reports the state obesity health plan was about to be printed but has been delayed. Breastfeeding is one of 6 main components of plan.

- Food council – would like to start one in Wisconsin – Will be looking at the “Business Case for Breastfeeding”

WALC Conference Information

- Speakers – Cathy Watson-Genna, Linda Smith (birth practices and bf), and Norma Escobar (ethics topic)

ILCA – Becky shared some info from ILCA Conference

- Changed advertising policy – will no longer take ads from anyone with a “relationship” with a code violator
- Mission – most important priority is to promote IBCLCs.
- Clinical Lactation Journal – trying to make it more user-friendly. Going onto PubMed. May be available on a number of different medias (I-Pad, Kindle, etc)
- Want feedback on CERP providership.

- New breastpump at conference – made by Lucina. Lucina has contracts with United Health Care and Aetna. Won't be available to anyone else but those contracted with.
- BabyBabyOhBaby Video – 28 minutes, \$26 – – Becky says it is a great video. To see clip – <http://babybabyohbaby.com/ILCA2012>

USCLA Conference – we will also open our usual ILCA conference scholarships for this conference.

WALC Grants

- Grant format came about so we could have a better way of looking at needs and spending our money appropriately
- We received several grants proposals – Board is reviewing these.
- Board will notify recipients and membership by end of month.

Other conferences:

LaLecheLeague of Wisconsin Conference is Nov 1 & 2, 2012 in Milwaukee
See our website for info

Northwestern ... (see website)

Website – working on issues that have been a problem. We have someone working to update site for our needs.

Secretary Position will be coming up for election

President-Elect Position will also be coming up

Link for luv diapers has some great bf spots

Meeting adjourned at 1:31