

2015 WALC BREASTFEEDING CONFERENCE



This program is intended for physicians, nurses, lactation consultants and other professionals interested in improving breastfeeding practices.

Marsha Walker RN, IBCLC, has a large clinical practice at a major HMO in Massachusetts, is a published author and an international speaker. Consulting with hospitals, providing in-service presentations, speaking at conferences and workshops and advocating for breastfeeding at the state and federal levels occupies her professional time. She is currently a member of the board of directors of the Massachusetts Breastfeeding Coalition, Baby Friendly USA, Best for Babes Foundation, and the US Lactation Consultant Association (USLCA). She is a past president of the International Lactation Consultant Association and the Executive Director of the National Alliance for Breastfeeding Advocacy.

Barbara Wilson-Clay BSEd, IBCLC, FILCA has been involved in virtually every phase of lactation consultation since she first began working with breastfeeding families as a LLL Leader. She has set standards for the profession by serving on the IBLCE board of directors, and on numerous other local, state, and national coalitions. She has helped found a human milk bank in her home city of Austin, serving on its board for 11 years. A dedicated "lactivist," Barbara has served as a volunteer lobbyist in the Texas legislature; protecting women's right to breastfeed. She has a private practice: Austin Lactation Associates, specializing in physician-referred special circumstances cases. Barbara is co-author of The Breastfeeding Atlas. She serves on the editorial review boards of several journals and is the author of many peer-reviewed articles.

Amber McCann is an IBCLC whose current interests involve connecting with mothers through social media channels and teaching others in her profession to do the same. She has provided guidance and support for a number of birth and breastfeeding organizations. After private practice in the Washington DC area and time at the Breastfeeding Center of Pittsburgh, she now provides marketing & communications guidance for the International Lactation Consultant Assoc. She is a frequent guest blogger for popular websites such as The Leaky Boob, Best for Babes and the official blog for Lamaze International. When she's not furiously tweeting or watching terrible reality TV, you can find her eating her way through her new hometown of Pittsburgh and snuggling her three children.



Radisson Paper Valley Hotel
333 West College Avenue, Appleton, WI
1-800-333-3333

MARCH 12 & 13, 2015

Schedule of Events and Program Objectives

Thursday, March 12

- 9:30-10:20 Registration, Exhibits Open
- 10:20-10:30 Welcome
- 10:30-11:45 Attention to the Words We Use in Counseling - Barbara Wilson-Clay
- 11:45—12:15 Break, Box Lunch Pick Up
- 12:15—1:15 Nipple Nuance: From Pain to Peppermint - Marsha Walker
- 1:25—2:40 Today's Moms are all Thumbs - Amber McCann
- 2:40—3:10 Break
- 3:10—4:10 Breastfeeding & Diabetes - Marsha Walker
- 4:15-5:15 Milk Sharing - Ethics - Barbara Wilson-Clay
- 5:15-7:30 Dinner on your own
- 7:30-9:30 Social Gathering (Adults Only) ~ Dessert -Drinks - Music - Speaker Tables

Friday, March 13

- 7:00-7:50 Registration and Buffet Breakfast
- 7:50- 8:00 Announcements
- 8:00 - 9:00 She is More Than Just a Pair of Breasts! - Amber McCann
- 9:10-10:25 Delayed Lactogenesis: The Waiting Game - Marsha Walker
- 10:25-11:00 Break
- 11:00—12:15 Who Needs the Most Help? - Barbara Wilson-Clay
- 12:15—1:25 Lunch
- 1:25—2:25 Breasts & Blogs - Amber McCann
- 2:30- 3:30 Breast Pumps & Pumping Protocols - Marsha Walker
- 3:30 Closing - Turn in evaluations; receive certificate of attendance.

Conference Registration Fees

Entire conference: Early bird **by February 12-** \$185 • Standard **by Feb. 26** - \$200 • Procrastinators **after Feb. 26** - \$225
Thursday or Friday only: **by February 12-** \$110 • **by Feb. 26-** \$120 • **after Feb. 26** - \$130

Registration may be done by mail or by credit card online at:

<https://www.regonline.com/2015walcbreastfeedingconference> There will be a service fee added to online registrations to cover the cost. A \$10 per person discount is available for WALC members. Use discount code "member". Registration will be limited to 350, so **register early!**

Conference fee includes: bound syllabus, Thursday lunch, Thursday evening social, buffet breakfast and lunch on Friday. Vegetarian and Gluten free choices available upon advanced request (see registration form below).

Registration / Cancellations

Mailed forms must be accompanied by payment and **must** be postmarked by the dates listed above to pay the designated fees. A confirmation of your registration will be emailed. Cancellations received **by February 26, 2015** will receive a full tuition refund less a \$35 handling fee. No fees will be refunded after that date.

Continuing Education Credits

This program (in its entirety) has been approved for 11 CERPs by the IBLCE (10 L CERPs and 1E CERPs). CPEs have been applied for through the American Dietetic Association.

Bookstore

WALC will once again be providing the bookstore. Check or cash is preferred, but credit cards will be accepted.

Babies / Children / Pumping

Maintaining a quiet learning environment for all attendees is paramount. **Quiet babies in arms** are welcome in the conference room. We ask that mothers be attentive to restless infants and step out when necessary to maintain quiet. Closed circuit TV viewing will be provided in a nearby room for mothers with toddlers, noisy babies, and mothers wishing to express milk. For the comfort of mothers nursing or expressing milk, the closed circuit TV room is for women only. Men caring for babies and children will use other areas of the hotel.

Conference Room

Conference room temperature may vary, so bring a sweater or jacket. There are no outlets available for computers, so bring them fully charged.

Registration for WALC 2015 ~ BREASTFEEDING CONFERENCE

Name: _____ Credentials (for name tag): _____

Place of Employment/Affiliation: _____

Email: _____ Home Address: _____

City: _____ State: _____ Zip: _____

Phone: Preferred: _____ Alternate: _____

Special dietary needs please indicate: ___ gluten free or ___ vegetarian

If one day only please indicate: ___ Thursday ___ Friday

Registration fee (see above) \$ _____

WALC discount (current & new members subtract \$10 **until 2/26/15**) \$ _____

Total conference fee \$ _____

Join WALC or renew membership (valid until 2/28/16)

Add \$20 to the conference fee \$ _____

Total amount enclosed \$ _____

Send check payable to WALC
with registration form to:

WALC Conference
Sandy Testin
218 Lake Street
Waupaca, WI 54981

**Confirmation
of registration
will be emailed.**

Please fill out the following if joining or renewing your WALC membership:

ILCA member? no/yes IBCLC? no/yes If yes, IBCLC # _____

Volunteer interest? WALC Conference WALC Officer Other: _____

WALC
c/o Sandy Testin
218 E. Lake Street
Waupaca, WI 54981

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PERMIT NO. 420



Registration form inside!

Hotel Reservations

A block of rooms has been reserved at the special rate of \$98 per room, single or double. To get this special rate, make your reservations at the Radisson Paper Valley Hotel online at www.radisson.com/walc or by calling (800) 333-3333 **before February 11** and specifying the WALC Conference. The Radisson has a 24 hr. recreation center with a swimming pool, whirlpool and fitness center. All rooms include a coffee maker, hair dryer, iron and ironing board. Check-in is at 3 p.m. and check-out is at noon. A late check-out is not likely this year. The direct number for the hotel is (920) 733-8000.

Restaurants

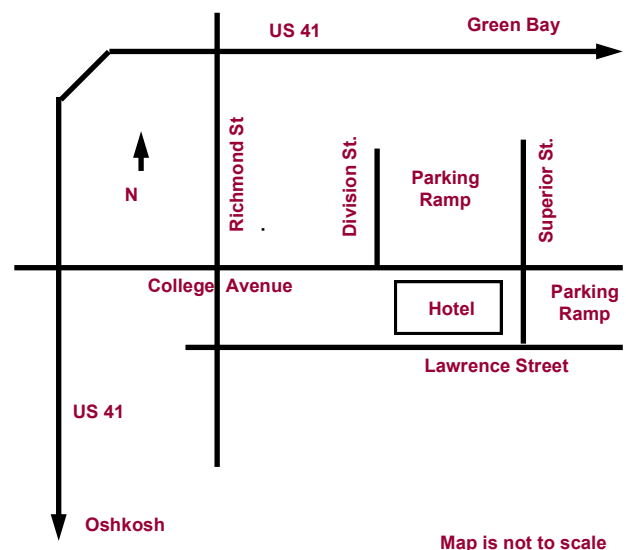
Dinner on Thursday may be purchased in the hotel restaurant or at one of the many restaurants located nearby. A list of restaurants within walking distance of the hotel will be available.

Further Information

Sandy Testin, 218 E. Lake Street, Waupaca, WI 54981
Phone: (715) 258-1076 email: sandytestin@gmail.com
Website: www.walc.net

Directions

From Highway 41, take the College Avenue exit east into downtown Appleton to 333 West College Avenue. Parking is available in nearby ramps. The fee is currently \$2, payable each time you enter.



Conference Planning Committee: Jennifer Statz, RN, IBCLC (Chair)* Janet Godshall, RN, IBCLC
Beth Metsa, CD, CLS * Marty Polzin, LPN, IBCLC * Kathie Russell, RN, IBCLC * Sandy Testin, RN, IBCLC
Meredith Weir, IBCLC