

Mother to Mother Matters

La Leche League of Eastern Pennsylvania Breastfeeding and Parenting Conference

Embassy Suites Philadelphia-Valley Forge, Wayne, PA

October 19-20, 2012 Leader Enrichment Workshop October 21, 2012



An Invitation to the Conference

On behalf of La Leche League of Eastern Pennsylvania, I would like to invite you to attend the 2012 Area Breastfeeding and Parenting Conference. A weekend of education, enrichment, and family fun awaits you. This event is designed to deliver what *matters* to you, with a diverse selection of invigorating topics of interest to parents, LLL Leaders, and health care providers. Take advantage of this opportunity to connect with like-minded families and professionals and reaffirm your commitment to breastfeeding. Come enjoy informative sessions, delicious food, and browse a tempting array of wares from breastfeeding-friendly vendors. You will leave with a suitcase packed with tools to help with the *matters* that interest you ... because what you do *matters* so much to so many. See you in October!

Shelly Karver Area Conference Coordinator

The mission of La Leche League is to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

Conference Speakers:

Featuring:

Kathy Dettwyler, Kay Hoover, Jake Marcus, & Amy Shaw

Patty Angstadt*
Kelly Durbin*
Kathy Dettwyler
HopeAllyson Dwiggins*
Sarah Glenn*
Dana Ehman**
Kay Hoover*
Mary Langan*
Stacy Laucks*
Lisa Mandell*
Jake Marcus**
Andy Mehrotra*
Lorraine Mishler*
Peggy Moran*

Marah Mumma*
Bobbie North*
Kristina Pasquale*
Audrey Perry*
Angela Quinn*
Tania Rush*
Amy Shaw*
Karen Shaw*
Elizabeth Shotwell*
Mark Starkman
Susanne Starkman*
Carol Smith*

*denotes a La Leche League Leader

^{**} denotes a La Leche League alumna

Conference Schedule

Friday, October 19, 2012

Registration opens	6:00 p.m.	
Manager's Reception	5:30-7:30 p.m.	
Conference Opening Meet and Greet	7:30-9:00 p.m.	
Saturday, October 20, 2012		
Breakfast	7:00–10:00 a.m.	
Registration opens	7:15 a.m.	
Session 1	8:15-9:30 a.m.	
Session 2+++	9:45-11:00 a.m./11:45a.m.+++	
Potpourri	11:15-11:45 a.m.	
Lunch	12:00–1:00 p.m.	
Session 3	1:15-2:30 p.m.	
Session 4	2:45-4:00 p.m.	
Silent Auction	8:00 a.m4:30 p.m.	
Exhibit Hall	8:00 a.m4:30 p.m.	
Romp & Roar Room	8:10 a.m4:15 p.m.	
Rock & Rest Room	8:00 a.m4:30 p.m.	
Manager's Reception	5:30-7:30 p.m.	
Dinner	6:30-7:45 p.m.	
Evening Activities	8:00-10:30 p.m.	
Sunday, October 21, 2012		
Breakfast	7:45–10:00 a.m.	
Registration opens	8:00 a.m.	
Session 5	8:45-9:45 a.m.	
Session 6	10:00 – 11:00 a.m.	
Leader Recognition Ceremony	11:15- 12:15 p.m.	
Lunch	12:30-1:45 p.m.	
Plenary Session	2:00-3:00 p.m.	
+++Please note that the CERP sessions in Session 2 end at 11:45		

Registration Information

For security reasons, everyone must register and wear their nametags, including speakers, exhibitors, and those with complimentary registrations.

Registration Form

The registration form can be found at the end of this registration brochure. Please send your completed registration form with payment to:

LLL of Eastern PA Area Conference Registrar 901 Cherry Hill Road Bloomsburg, PA 17815

Online registration is available at http://www.LLLofeasternpa.org/conference2012. Payment of online registrations will be handled via PayPal. You do not need an active PayPal account to complete this transaction.

Please select first and second topic choices carefully, as your first choice cannot be guaranteed. If both of your choices are filled, you will be assigned a topic. Topic changes can be made only at the registration table on the day of the conference, and only if space is available. Please understand that session monitors may ask you to leave sessions to which you are not assigned.

Please calculate your fees carefully. You will be notified if you have an incomplete payment. Your registration will not be processed and session topics will not be assigned until full payment is received. A \$20 processing fee will be assessed for returned checks.

Registration Fees

Friday Conference Opening Celebration - a meet and greet event that is included in your registration fee. Please indicate number attending from your family.

Friday only registration	\$5.00
Saturday Conference Fee - includes lunch buffet for paid registrant LLL Leader and Retired Leader	\$65.00
LLL Member	\$75.00
Non-LLL Member**	\$85.00
(**Please consider an LLL membership for as little as \$25)	
Spouse/Partner, Father, or Grandparent (lunch buffet additional)	Free
Sunday Leader Enrichment Workshop Fee LLL Leader or Leader Applicant (includes lunch)	\$38

Registration Deadlines

The deadline for registration is October 5 and a late fee of \$10.00 will be added for all registrations postmarked after that date, and for all online registrations received after that date. All registrations received after October 10 will be treated as on-site registrations and will incur an additional \$5.00 for the on-site registration fee.

You may register at the door, on a space-available basis. Meals may not be available and topic selections may be limited. In addition to the registration fee, the \$10.00 late fee plus \$5.00 on-site registration fee will be assessed.

Refund Policy

A written request must be postmarked by October 10, 2012 for a full refund of all fees and meals, less a \$10.00 processing fee. Contributions and LLL memberships will not be refunded. Requests postmarked between October 5 and October 12, 2012 will receive a full refund for meals and 50% of registration fees. Refund requests postmarked after October 12, 2012 cannot be honored. Please send refund requests, with a SASE, to the Area Conference Registrar: 901 Cherry Hill Road, Bloomsburg, PA 17815. Refunds will be processed after the conference.

Additional Registration Brochures

Please reproduce this entire brochure as needed. For additional copies, send your name and address along with \$1.00 per brochure to Conference Mailing Coordinator, 204 Kent Drive, Exton, PA 19341. The entire registration brochure is also available online at http://www.LLLofeasternpa.org/conference 2012.

Program Booklet Deadlines

Children of LLL and Friendly Messages for the Program Booklet must be received by *October 5, 2012*.

Day Workers Needed

It takes many helpers to keep the conference running smoothly. If you are willing to volunteer for a few hours, please fill in the appropriate information on the registration form and you will be contacted. Volunteers will be entered into a drawing for a free registration for the next Area Conference.

Accommodations

The LLL of Eastern Pennsylvania 2012 Area Conference will be held at the Embassy Suites Philadelphia- Valley Forge in Wayne, PA.

• You can reserve a room for the discounted rate of \$119 per night (plus applicable taxes) for up to two adults. Children stay free. Please note that this rate includes a breakfast buffet for up to two adults. Additional breakfast buffet tickets may be purchased on the registration form. The fitness room and indoor swimming pool will be accessible to retreat attendees. Each room has WIFI and high-speed Internet service, a refrigerator, and a microwave.

To reserve a room, call 610-647-6700 by October 15th and mention La Leche League to receive the discounted room rate. Call early to ensure availability. For more information about the hotel, go to www.embassysuites.com.

Directions

Located just west of King of Prussia Mall & Exit 326 off the Pennsylvania Turnpike, the Embassy Suites Philadelphia- Valley Forge is convenient to downtown Philadelphia, the Brandywine Valley area, major highways, and the Philadelphia International Airport.

FROM THE PENNSYLVANIA TURNPIKE AND POINTS NORTH - Take exit 326, Valley Forge/King of Prussia. After going through the toll booth, take exit 328A, West Chester/202 South. Follow 202 South for approximately 3 miles to the Chesterbrook Blvd. Exit. At the top of the exit ramp, make a right. The hotel entrance is on the right. FROM THE SCHUYLKILL EXPRESSWAY (Route 76) AND CENTER CITY PHILADELPHIA - Take 76 West to exit 328A, Valley Forge/West Chester/202 South. Follow 202 South for approximately 3 miles to Chesterbrook Blvd exit. At the top of the exit ramp, make a right. The hotel entrance is on the right.

FROM PHILADELPHIA AND THE AIRPORT - Take 95 South (toward Delaware) approximately 4 miles to 476 North. Follow 476 North for approximately 17 miles to exit 16B, Valley Forge/76 West to exit 328A, Valley Forge/West Chester/202 South. Follow 202 South for approximately 3 miles to the Chesterbrook Blvd exit. At the top of the exit ramp, make a right. The hotel entrance is on the right.

FROM DELAWARE AND SOUTHERN POINTS - Take 95 North to 476 North. Follow 476 North for approximately 17 miles to exit 16B, Valley Forge/76 West. Take 76 West to exit 328A, Valley Forge/West Chester/202 South. Follow 202 South for approximately 3 miles to Chesterbrook Blvd exit. At the top of the exit ramp, make a right, the hotel entrance is on the right. Alternate route: take route 95 N to 202 N and follow to the Chesterbrook Blvd. Exit. At the top of the exit ramp, make a right. The hotel entrance is on the right.

Food at the Conference

Saturday Breakfast

The Breakfast Buffet is *free* to those attendees staying at the hotel (two meals per room).

From bacon bursting with flavor to eggs sunny-side up, sizzling sausages and a whole lot more, make sure you start your day by filling up on our complimentary cooked-to-order breakfast feast. If you prefer something healthier choose from a range of fresh fruits, cereals and pastries.

Additional Adult: \$15.60, Child: 6-12: \$7.75, Children under 5: free with adult purchase

Saturday Lunch

Saturday lunch is a Make-Your-Own Chef Salad Bar Buffet consisting of mixed greens, sliced vegetables, hard boiled eggs, grilled chicken, chick peas, and assorted salad dressings, soup du jour – and assorted breads, with seasonal fruit and assorted cookies and brownies for dessert.

This meal is included with the Saturday registration fee for the primary registrant Additional Adult: \$25, Child: 6-12: \$12.50, Children under 5: free with adult purchase

Seating

Seating at all meals is on a first-come basis. Please arrive promptly if you wish to ensure seating with friends and family. We will have seating for *all* children regardless of their age. To ensure the appropriate number of tables and chairs at all meals, please indicate the number of children in each age category on the registration form.

Saturday Dinner

Saturday dinner is a Southwest Fajita Buffet, which will feature, tossed green salad and assorted toppings, corn and flour tortillas, pork, chicken, beans and rice, assorted fajita toppings, with seasonal fruit and assorted cookies and brownies for dessert. Adult: \$28, Child: 6-12: \$14, Children under 5: free with adult purchase

Sunday Breakfast

The Breakfast Buffet is *free* to those attendees staying at the hotel (two meals per room).

From bacon bursting with flavor to eggs sunny-side up, sizzling sausages and a whole lot more, make sure you start your day by filling up on our complimentary cooked-to-order breakfast feast. If you prefer something healthier choose from a range of fresh fruits, cereals and pastries.

Additional Adult: \$15.60, Child: 6-12: \$7.75, Children under 5: free with adult purchase

Sunday Lunch

Sunday lunch is a plated meal with a choice of:

Salmon, Pork, Vegan meal, or Kosher meal (meat).

One adult meal is included with Sunday Leader Enrichment Workshop registration. Additional Adult or Child meal: \$32

Children's alternative meal of chicken fingers and fries \$15.50

Special Events

Opening Meet and Greet:

(Friday 7:30-9:00 p.m.)

Enjoy this casual social time to reconnect with LLL friends you have made over the years and to make some new ones. Light refreshments will be available.

Fee: \$5.00, included with Saturday registration

Manager's Reception:

(Friday and Saturday 5:30-7:30 p.m.)

The nightly hotel Manager's Reception is a place for registered hotel guests to gather and socialize over a complimentary pre-dinner drink or light snack. Service of alcoholic beverages requires proper ID.

Free

Evening Gathering

Saturday 6:30-9:30 p.m.

Time to unwind! After spending the day enriching your mind, join with fellow attendees and enrich your spirit. Bring the family, your knitting needles, and your singing voice. Karen Shaw is bringing her guitar!

Marketplace

The conference will feature a wide variety of breastfeeding-friendly products and services. You will have the opportunity to browse the wares of numerous vendors who support La

Leche League. Take home a special treat for those you have missed all day or get an early start on your holiday shopping. Bring along the LLL Group checkbook and your personal checkbook to take advantage of these special offers.

LLL of Eastern PA Area Sales Tables

LLL of Eastern PA offers a wonderful selection of LLL merchandise and other breastfeeding-friendly items. Be sure to stop by and pick up some items for yourself and the Group.

Boutique Tables

At the Boutique, various items will be sold to benefit LLL Group treasuries. Full eight-foot tables are available for \$12.00; half tables are available for \$6.00. For information about reserving space for a LLL Group to sell items at the Boutique, please contact <exhibits@lllofeasternpa.org or Dana at 610-299-1038.

Exhibits

The exhibitors offer services and products of interest to families and those who work with breastfeeding mothers and babies. In previous years, exhibitors have offered nursing clothes, baby slings, cloth diapers, books, jewelry, and quality toys. LLL Leaders, who have their own small business, please contact us for a special offer on a shared table to display catalogs and business cards. If you are interested in exhibiting during the conference, please contact <exhibits@lllofeasternpa.org> or Dana at 610-299-1038. All Exhibits must comply with LLLI guidelines.

Silent Auction

The ever-popular Silent Auction offers a wonderful selection of items donated by LLL Groups, individuals, and businesses. Be sure to bring your wallet or checkbook. Written bids are taken throughout the day. You must be present at the end of the day to pay for and pick up your items if you are the high bidder. If you are interested in donating an auction item, please contact <donations@LLLofeasternpa.org> All auction items must comply with LLLI guidelines.

Group Baskets

Groups donate a variety of theme baskets to be won by participants on Saturday. You must be present to claim your prize. Bring along pre-printed address labels to save time in completing tickets during the busy day. If you are interested in donating a basket, please contact < donations@LLLofeasternpa.org>

For Your Children

Bring your family to the conference! Babies and children with their parents are a distinctive and heartwarming sight at an LLL conference. Romp & Roar and Rock & Rest rooms will be provided at the conference for your convenience.

Rock & Rest Room

This room will be available free of charge for all conference attendees to provide a quiet respite for you and your baby during the busy day. You will find comfortable chairs and even a bed to lie down with the little ones. Diaper changing needs will be available for your convenience. This room will not be monitored by conference staff. Parents will be responsible for tidying up after their children.

Romp & Roar Room

Will your children need to release some energy during the day? This room, available free of charge for all conference attendees, will be the perfect place for young children and parents to take a break from sessions. The room will contain age-appropriate toys and games to spark the interest of the little ones. *Children must be accompanied by caregivers age 13 or older*. Parents and caregivers will be responsible for tidying up after their children.

Of course, children are also permitted to attend sessions with their parents. Parents are responsible for the comfort and needs of their children while at the conference. If your child begins to fuss during a presentation and is not easily comforted by nursing or distraction, please take the child to an appropriate area for a change of scenery and some undivided attention. Then, rejoin the session when your child is ready. Caring for your child is the most important thing you can do at the conference. Speakers will understand and will not be offended.

Stroller Policy

Strollers are not permitted due to the large number of families attending. Exceptions will be made for special situations such as multiples or disabilities. If you need a stroller permit please indicate your need when you register.

Alumnae and Long-Term Leaders

Join us for the Alumnae Gathering at the Area Conference! Please come for all or any part of the weekend. It is a great opportunity to share what you have been doing since retiring from LLL, renew old friendships and make new ones.

On Friday evening, relax and enjoy the company of LLL friends you have made over the years. Don't forget to bring along some family photographs!

Saturday, plan to join other long-term and retired Leaders for lunch at the Alumnae luncheon table.

If you are a retired Leader and register for the entire conference, you are entitled to pay the Leader fee. Please be sure to check off the appropriate space on the registration form so we can save you a seat at the alumnae luncheon table! Current Leaders are also welcome to join us.

Conference Session Information

Session 1: Saturday 8:15-9:30 a.m.

101 CERP L⁺ A video presentation comparing babies who are breastfeeding effectively and babies who are breastfeeding ineffectively. Guidelines for identifying each will be presented. 102 CONNECTING THROUGH SOCIAL MEDIA......Kelly Durbin, Marah Mumma Using social media to promote the Group, publicize events, and raise breastfeeding awareness in your community. Discuss how to protect privacy and avoid mixing causes online. Come ready to share your experiences or to ask questions. 103 WORKING AND BREASTFEEDING Elizabeth Shotwell Tips and tricks for managing working and breastfeeding whether baby goes to work with mother or a pump does. This mother has tried both. 104 Recognizing different personalities and temperaments in you and your child and adjusting your parenting to bring out the best in everyone. 105 VOLUNTARY SIMPLICITY – LIVING YOUR VALUESStacey Laucks La Leche League teaches: take what works for you and leave the rest behind. Come and discuss how living by your values can help in making daily life choices. Session 2: Saturday 9:45-11:45 a.m. 201 CERP R+ Not so new! Its true origins, based in mammalian physiology, and the role of LLL in promoting attachment parenting since the 1950s. 202 LEGISLATION AND SAUSAGE: CERP R+ CREATING BREASTFEEDING LAW IN YOUR STATEJake Marcus Presenting the elements of effective state breastfeeding legislation as well as the process by which it is created. Attendees will engage in legislative drafting as well as debate, divided into small groups that include representatives from breastfeeding coalitions and chambers of commerce. Through education, negotiation and compromise, attendees will live the legislative process. Session 2: Saturday 9:45-11:00 a.m. MEET THE LEADER ACCREDITATION DEPARTMENT (LAD)......LAD 203 Interested mothers, Leader Applicants, and LLL Leaders are invited to meet our CLA & ACLAs to discuss LLL philosophy, the accreditation process, and LLL Leader life. 204 Extending attachment parenting beyond the early years into the decade of raising preteens and teenagers who are connected with family.

SPENDING TIME WITH YOUR CHILDREN IN A BUSY WORLD.......Mark Starkman Fathers don't get the opportunity to bond with children through nursing as mothers do. However, there are many opportunities to bond with our children. In this session we will explore and exchange ideas for how to combine our busy lives with spending quality time with our children.

Potpourri: Saturday 11:15-11:45 a.m.

Join us for a drop in mini session. No need to register for a specific session. Experts will be available to demonstrate products and field questions.

INDIAN COOKING – Spice Up Your Cooking: Get some ideas for adding delightful spices to your cooking from this expert in Indian cooking, Andy Mehrota

BABYWEARING - A chance to experiment with the different types of baby carriers.

CLOTH DIAPERING - See what's new and peruse the many variations of available products.

MEET THE TEAM – Meet the Eastern PA Team members and Alliance staff. Bring your questions and suggestions.

Session 3: Saturday 1:15-2:30 p.m.

- CERP R⁺ What's happening across our state and how you can help promote and advocate for breastfeeding in Pennsylvania.
- 302 TOO LITTLE, TOO MUCH, OR JUST ENOUGH? Lisa Mandell
- CERP L⁺ Strategies to help mothers deal with, and distinguish between, oversupply and undersupply or perceptions of either.

- 305 FOLLOWING YOUR CHILD'S LEAD -

Session 4: Saturday 2:45-4:00 p.m.

safeguards. This session will explore best practices in professional Internet conduct.

- Whether you are currently nursing an older child or just thinking about it, come join this discussion of the joys and difficulties of nursing through the toddler years and beyond.

Leader Enrichment Workshop Session Information

Attendance at the Leader Enrichment Workshop is limited to LLL Leaders and Leader Applicants.

Session 5: Sunday 8:45 a.m.-9:45 a.m.

505 Come hear how a local Leader has made a difference across the globe and what we might learn from another culture. Session 6: Sunday 10:00–11:00 a.m. 601 A presentation-geared towards helping Leaders guide mothers of twins to a successful breastfeeding relationship. Emphasis is placed on normalizing and de-risking breastfeeding of multiples rather than focusing on difficulties and what could go wrong. 602 Your Group work makes ripples that benefit the local community. Come learn about the fun and fulfillment you can find by volunteering beyond the local Group and extending those ripples to reach beyond your local community. 603 Despite our best efforts, sometimes breastfeeding does not work out. Exploring some of the reasons breastfeeding fails, and how we can support women, regardless of the outcome. 604 OUT OF YOUR LEAGUE - KNOWING WHEN TO REFER Lisa Mandell Learn when you need to refer immediately for emergency situations, and when to refer because something is outside your scope of knowledge. Learn about resources and who to refer to. 605 - SUPPORTING BREASTFEEDING WOMEN IN THE LEGAL Breastfeeding women find themselves in need of assistance in a wide variety of legal contexts. This session reviews the options available to lactating women in custody disputes, as criminal defendants, as witnesses, when called for jury duty, and as immigration detainees.

PLENARY SESSION SUNDAY 2:00 PM - 3:00 PM

CERP Sessions

All registrants are welcome at these sessions. The technical nature of CERP sessions requires participant and speaker concentration. We therefore recommend attendance by children be limited to quiet infants in arms and non-separating children who will sit quietly near their mother. If you are bringing your children into sessions, please be reminded that, in keeping with LLL tradition, your child's needs are to be respected and attended to quickly. Your cooperation is appreciated. Please remember that this is a family-friendly conference, and as a result, your CERP experience here may differ from those conferences attended by healthcare professionals. If you wish to receive CERPs for attending any of these session topics, mark the appropriate space on the registration form and include a payment of \$10 per session topic.

+ CERP applied for

Sunday Secret Pals

Who will be your Secret Pal for the Leader Enrichment Workshop? Sunday morning, you will be able to reach into a basket and pick out the name of another attendee. Bring along a few inexpensive gifts (post-it notes, pencils, stickers, etc.) to have delivered or left discreetly for your Secret Pal throughout the day. We hope this will be a fun and creative way to get acquainted!

CONTACT US

Area Conference Coordinator	Shelly Karver	484-883-0572 acc@LLLofeasternpa.org
Mailing Coordinator	Judy Polley	610-363-6206 mailing@LLLofeasternpa.org
Exhibits & Vendors	Dana Ehman	610-299-1038 exhibits@LLLofeasternpa.org
Area Conference Registrar	Allison Shepard	570-784-7788 registrar@LLLofEasternpa.org 901 Cherry Hill Road - Bloomsburg, PA 17815
Silent Auction		donations@LLLofeasternpa.org
Volunteer Coordinator	TBA	484-883-0572 acc@LLLofeasternpa.org
CERP/CEU Coordinator	Eliza Magland	CERP@LLLofeasternpa.org