



eConnect

La Leche League US Western Area Network
Forming Connections Leader-to-Leader
<http://www.lllusw.org>

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USW Hearts and Flowers

- ♥ USW joins in celebrating with USW Area ACCLAIM (Area for Creative Connections, Learning and Innovative Mentoring) their first successful fundraiser. This allowed ACCLAIM to pay their entire annual assessment ahead of schedule.
- ♥ Hooray to Kansas Leader and APL Brenda Bandy for accepting the position of LLL USA Delegate to United States Breastfeeding Committee (USBC)!
- ♥ A shout-out to LLL of Utah! LLL of Utah (in partnership with the Utah Breastfeeding Coalition) won a grant from USBC for the services of a professional photojournalist. USBC and Centers for Disease Control (CDC) are working to create a library of images to show how local communities support breastfeeding mothers and babies. All state, local, and tribal breastfeeding coalitions were invited to apply for the services of a photojournalist. Thirty-nine coalitions applied and Utah's Coalition, working with LLL of Utah, was one of 8 winners!
- ♥ Thank you to LLL of Oregon for prepaying their quarterly assessments.

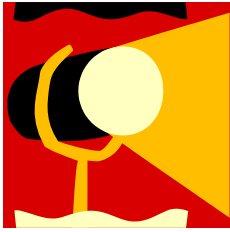
Reframing Assessments

by Nancy March

We know that Leaders, Groups and Areas have always helped support La Leche League by sharing a part of the funds they have generated. The change Leaders have seen this year is that an annual assessment, collected by Area Networks and paid to LLL USA, has been implemented in place of the piece-meal method of sending money to several LLL entities (Area, Area Network, LLLI) for Leader dues, Group dues, royalties, event insurance fees, logo fees, and a portion of each membership sold. Some of this assessment is used to pay LLL USA's cost sharing to LLLI to replace all the previous piece-meal payments. One important reason for using this new cost-sharing way of supporting the organization is that it simplifies how payments are made; another is that it is a way of recognizing that individual Leaders know what works best with the mothers they serve. That might mean selling memberships at a price appropriate for their locale, asking for donations, fundraising through conferences, workshops, garage sales, bake sales, etc., a combination of the above, or something completely unique. *Continued on page 6*

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SPOTLIGHT ON AREAS

It's Okay to Be Specific

by Jane Tuttle

Originally printed in *La Mesa*, Fall 2010, Area Leaders' Letter for Kansas

Part of the La Leche League (LLL) mission is to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education. Once again, the research confirms what La Leche League Leaders have known for years: women who have support for breastfeeding from a mother-to-mother support group such as LLLI have a better breastfeeding experience, and because we are so good at what we do, mothers often ask us for more than just information.

Leaders offer the very best in mother-to-mother support, and often the mothers who come to meetings or call for assistance may ask us for referrals to health care or day care providers. Unlike LLL policies of the past, you may be surprised to learn that the newest edition of *The Womanly Art of Breastfeeding* suggests mothers call a Leader for suggestions on breastfeeding-friendly doctors. Knowing that we are relied upon for accurate breastfeeding information and acceptance of mothers, it is important that Leaders review how they will now offer this specific information.

Since Leaders represent the totality of all the breastfeeding information LLL offers, we have been cautious not to give advice or refer too much to our personal experience. Sharing information without detailed personal examples allows a mother to evaluate the information for herself and her options without accepting or rejecting the Leader.

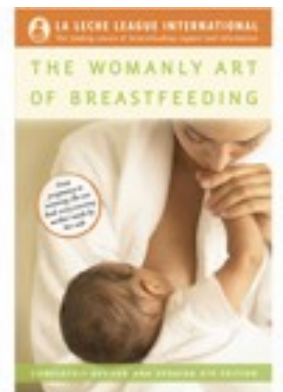
As Leaders, we know about the general course of breastfeeding, but trust that every mother knows her baby best. We encourage a mother to trust her instincts and follow her baby's cues. In doing so, she develops

her own mothering style based on her family's needs and situation.

By using the tried and true methods of communication skills, there are different ways to share information or even give a suggestion for a breastfeeding-friendly health care provider. Use the statement, "Many mothers have found..." when making a suggestion. When you do suggest a particular health care provider, add the caveat that LLL does not specifically endorse said doctor.

Remind the mother that we rarely talk about specific health care providers, but she is free to ask the other mothers after the meeting.

While some mothers may not agree with our philosophy of mothering, if we present it in a non-judgmental way, the mother can accept our information, feel good about her mothering, and share positive feelings about our organization. That is why it is important to share good information with mothers who ask about breastfeeding-friendly providers; if there are many in our community, mention them all without further comment. If there really aren't, share tips on how to work with all kinds of providers. Help the mother critically evaluate the various information she receives so she can make the best decisions she can for her family.



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Introducing Three New Members of USW Area Network Council



Leader Applicant Department
West Liaison Representative
Lupe Forsang

Hello Everyone! My name is Lupe Forsang, I live in the high desert region of Southern California and have been a Leader for 20 years. I attended LLL meetings as a member for many years and then it dawned on me to ask about La Leche League (LLL) leadership with my last child. I'm glad I did! I led LLL Series Meetings for ten years in my local town. I've also been a member of the Communication Skills Department as an instructor and as the department coordinator.

I am married to Jim, who is a Registered Nurse. As college students and BC (before children), we enjoyed camping trips and traveling the Western United States and Canada. We also backpacked throughout Europe one summer!

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Leader Department
Kathy Grossman

I'm a Californian now living in suburban Salt Lake City. My parents left Cleveland so my dad could make movies in Hollywood. Everyone in my family is a musician, but I'm the only artist. I was the *LEAVEN* cartoonist for ten years and now do large acrylic paintings and have had four shows this year. You can look at my works on my web site Kathy Grossman.

I taught elementary school for five years until I met my then husband Tom in Albuquerque. Now divorced after a marriage of 28 years and 16 family homes, I've been trying to sell our house for a year and a half.

My introduction to La Leche League started when I attended my first meeting as a pregnant mother in 1982. The philosophy, acceptance, fellowship,

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Leader Department
Karen Sims

Hello! My name is Karen Sims and I live in Yuma Arizona. For those of you that do not know, Yuma is in the very southwest corner of Arizona. In fact, my house is about a mile from California, and a ten minute drive from Mexico. I have lived here for over 27 years and grew up in the Phoenix area (since I was about four) so I am almost an Arizona native!

My husband, Harold, and I have been married for 27 years, and we have four amazing children. Our sons, Mark (26), Brian (23), and Nathan (18), were all homeschooled throughout grade school and high school. Mark works as a computer technician for a contractor at the local Army base. He rents one of the trailers on our property. Brian is in law enforcement and recently moved

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Continued from page 3 — Lupe Forsang

We have three children. Our eldest is Monica who has a degree in psychology. I loved it when she told me all her studies confirmed for her that LLL had the best philosophy for parents. Monica is married to Tony who is in the military; they have one child, Bella (5), who can do a Skype session on the computer when we can't visit her. They have lived in numerous Army base locations, which now make us traveling grandparents. Our son Vince (26), is presently finishing a degree in graphic design but he also loves playing his guitar and is a wonderful chef. Our youngest is Ava (22). She is all about Tahitian dancing. She has traveled to Tahiti, she teaches Tahitian dance/culture to children. She wants to pursue several careers right now. Vince and Ava still live at home, which keeps our house a lively abode.

When my children were school aged, I participated in many of their mainstream public school activities, such as going on field trips, weekly in-classroom helper, and I was a member of the public school site councils. I was also a Girl Scout Leader for 15 years. Lest I forget to mention, I was a backstage mother, making costumes when my children danced in a local Folklorico dance group and I even drove them to Hollywood to do "extra" work for TV shows and movies!

I have a Bachelor of Arts degree in Child Development and am a Certified Lactation Educator. For many years, I taught pre-school and parent education classes. For fun and relaxation I enjoy crocheting (thread or yarn), sewing all the time, quilt when I can, creating "stuff" in general and cooking new foods. I'm a late night reader and make it a goal to read several pages of my latest adventure novel each night.

I look forward to being the LAD West (LADW) Liaison representative for the USW Area Network Council. This is a new and creative position for both

LADW and USW AN. I hope to bring supportive and creative ideas to meet the needs of both parties for the benefit of Leaders in the USW Area Network.



Continued from page 3 — Kathy Grossman
connection with women around the world, and fun have kept me hooked. My jobs have included reviewing communications, editing newsletters, and currently working as Utah's ACL.

I was accredited in 1985 when I lived in Carlsbad, New Mexico, where all three of my sons were born. Sam, Ed, and Monty, are all now in their 20s. Sam examines patents and attends law school at night in Washington, D.C.; Ed rock climbs and teaches guitar in Salt Lake City; and Monty is finishing his senior year at the University of Utah as a music composition major. I miss having them in my daily life. Homeschooling and caring for them throughout our family moves were the best jobs I ever had.

Now I garden and prune, paint and draw, travel and explore, and write and edit: many of these fit with my introverted nature. In addition to substitute teaching, I love my book and hiking clubs, exploring the red rocks of southern Utah, and staying connected with my adult children. My current writing project is revising my "At Home in Nome" columns I wrote when we lived in Nome, Alaska.

My favorite part of La Leche League leading has always been interacting and communicating with Leaders, whether by cartooning, writing, or in person. As proof, I was thrilled to take a road trip this fall to visit my brother in Los Angeles for Thanksgiving, and then swinging by Yuma, Arizona, to visit Karen Sims and her family.

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Continued from page 4 — **Kathy Grossman**

We all need experienced friends and mentors. I happen to be in a career mentoring program right now through Westminster College, Utah, where I earned a Master's degree in Professional Communications two years ago. I look forward to getting to know all of you. And maybe sitting with you at *your* kitchen table one of these days!



Continued from page 3 — **Karen Sims**

to New Mexico to take a new job there as a corrections officer. It has been a big adjustment for him and for our family with him living a 13-hour drive away! Nathan is working part time and has been on several church mission trips to Southeast Asia and Central America over the past two years. He is planning to return to Vietnam and Thailand in June 2011. Our youngest is Naomi (12). She is homeschooled and in the 7th grade. She has amazing talents! She plays the violin and piano and takes a horseback riding lesson once a month. She loves to draw, sew, and plant things, nurturing them as they grow.

I have been a Leader for 22 years, and active on the Area Council (AC) in Arizona since 1992, serving as an Area Department Coordinator (ADC) since 2000. My first ADC position was Area Coordinator of Leaders (ACL) where I served for about six years. It has been my favorite position that I have held in LLL. I loved building relationships with and supporting Leaders! Since I stepped down from that position I have served as Area Communications Coordinator and Area Leader's Letter Editor (ACC/ALLE), a position I still hold. I have enjoyed being part of Arizona's ADC team and found the work challenging as well as rewarding.

I am looking forward to continuing the work with the USW ACLs that I began by serving as a Mentor for the Leader Department for the past few years. I am looking forward to supporting, encouraging, and continuing to get to know USW ACLs. I enjoy the personal part of LLL... those of you who know me already know that I am in this for the relationships! LLL women are amazing women, dedicated to breastfeeding and helping mothers, and still taking care of their own little ones and families! They have enriched my life and what I have learned from them has made me a better woman and mother. I am excited about meeting and working with USW Council members as well as ACLs in the USW Area Network. I am honored to have the opportunity to serve in this way.

Continued from page 2: **It's Okay to Be Specific**

A relevant reminder of how to offer specific information can be found in Jill Whelan's article, "Avoiding the Advice Trap," available here: www.llli.org/llleaderweb/LV/LVAugSep01p84.html

Resources:

Leaders Helping Mothers

<http://www.llli.org/llleaderweb/LV/help.html>

Mother-to-Mother Support for Breastfeeding, Frequently Asked Questions:

<http://www.linkagesproject.org/publications/index.php?series=6>

<http://onlinelibrary.wiley.com/o/cochrane/clsysrev/articles/CD001141/abstract.html>

Continued from page 1: Reframing Assessments

While this seems to make sense in the abstract, many Leaders are wondering just how it affects them, their Group and their Area, especially when Areas received invoices and expressed that the cost sharing assessments seem to be so much larger than what they've paid in the past!

The following shows the difference for a hypothetical small Area of 25 Leaders and a large Area of 210 Leaders (the range currently represented by USW Areas) with estimated numbers for memberships sold, registered participants at Area Conferences and gross revenue:

What Leaders, Groups and Areas used to pay:

Fee	Small Area	Large Area
Leader dues of \$30 to LLLI	750.00	6300.00
USW Affiliation Fee of \$9.00 per Leader	225.00	1890.00
Group dues: \$31/Group (Small: 8 Groups; Large: 60 Groups)	248.00	1860.00
Membership portion to LLLI: One membership/Leader * \$26	650.00	5460.00
Membership portion to Area: One membership/Leader * \$2.25	56.20	472.50
Supporting Membership portion to LLLI: * \$15 (Small: 5; Large: 25)	75.00	375.00
Supporting Membership portion to Area: \$1.50 (Small: 5; Large: 25)	7.50	37.50
Area Conference fees		
\$6 per registrant (Small: no conference; Large: 300 registrants)		1800.00
CE fees (if separate event): \$6 per registrant		1800.00
World Breastfeeding Week Events (20%)	100.00	1000.00
Royalties on logo products 5% of gross sales	5.00	50.00
Event insurance .50/attendee		150.00
Total	\$2116.70	\$21,195.00

USW Areas indicated they'd like a choice on how their cost sharing was determined; therefore, the 2009-2010 Cost Sharing fees were either:

	Small Area	Large Area
\$75 per Leader	\$1875.00	\$15,750.00
Or \$62.00 per Leader plus 4.5% of gross revenue**		
Small: $62 * 25 = 1550.00 + 4.5% * 1500.00 = 67.50$	\$1670.50	
Large: $62 * 210 = 13,020.00 + 4.5% * 30,000 = 1350.00$		\$14,370.00

Gross revenue refers to **only the new money that came into the Area during that fiscal year. It does NOT include any money or assets that already existed in the Area such as in a savings account. The gross revenue used was what Areas reported on the Area Financial Report (AFR).