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Dear Colleagues:

On behalf of the Board of Directors, thank you for your commitment to improving perinatal outcomes in Wisconsin. In 2013, our core mission—improving perinatal outcomes through building and coordinating systems of care, education and information exchange, advocacy, and engagement of WAPC’s talented membership—provided needed stability.

First, let me recap the successes of 2013. These include the very successful Annual Conference in Waukesha; the popular and well-attended Regional Forum series on perinatal weight management; the third Fetal Monitoring Lunch and Learn Series; online and print publications; a new Web site; and most importantly, your continued commitment to making WAPC strong.

WAPC members are our most valuable asset—the heart and soul of WAPC—who continually feed the organization with strategies to improve perinatal health outcomes. Members give generously of their expertise and time to craft multidisciplinary educational programs that are not found anywhere else in the state. In 2013, members developed strategies to grow membership. The results of those strategies were mixed, with membership both exceeding expectations in some months and dropping to lows in other months. In 2013, WAPC moved to calendar year membership, which may have contributed to the fluctuations.

2014 holds great promise. We are forming a Membership Task Force, developing a systems response to care for women and infants affected by opioids, and continuing to position PeriData.Net® to play a central role in structuring a perinatal quality collaborative to improve perinatal outcomes for women and infants. WAPC is well-positioned for this role with a four decade history of addressing relevant perinatal issues, such as regionalized perinatal care, postpartum hemorrhage, prenatal and postpartum depression, early elective delivery, premature birth, preventing infant death, pre- and interconceptional health, perinatal weight management, breastfeeding, laboratory testing during pregnancy, and PeriData.Net®.

Please join in the effort to make Wisconsin a place where every baby is born wanted and as healthy as possible.

With continued gratitude for your contributions,

Margaret Malnory, MS, RN
WAPC President
The Wisconsin Association for Perinatal Care is the premier multidisciplinary association providing leadership, advocacy, and education to improve perinatal health outcomes of women, infants, and their families.

Our mission is to improve perinatal outcomes by:

- Leading collaborative efforts that promote, develop, and coordinate systems of perinatal care
- Advocating for perinatal health
- Providing and supporting education and information exchange that focuses on the continuum of perinatal care
- Valuing and engaging the talented and diverse perinatal health care community
**Perinatal Foundation:**

The Perinatal Foundation and WAPC continue their partnership to create innovative programs and projects to improve perinatal outcomes and decrease disparities. In 2013, the Foundation provided $150,000 to WAPC to support staffing and programs. Some of the programs that were possible with the Foundation’s support included the 2013 Annual Conference, Fetal Monitoring Lunch and Learn sessions, the Regional Forum Series, and various perinatal publications for providers and consumers. In addition, the Perinatal Foundation provided funding for added functionality for the new Web site—perinatalweb.org.

**Designated Board positions:**

To create partnerships with other groups and organizations, the WAPC bylaws require the WAPC leadership to designate three Board positions for representatives from professional or consumer groups that intersect with the interests of WAPC. In 2013, the following representatives of the respective professional or consumer groups held Board positions:

- Deborah Larkey, MD, WI Section American Congress of Obstetricians & Gynecologists
- Kelly Court, Wisconsin Hospital Association
- (A third position for a managed care organization was vacant due to the resignation of the previous director.)

The partnerships created by these positions had a positive impact on WAPC programs in 2013. These positive impacts included advancement of the initiative to reduce early elective deliveries, promotion of educational materials to other professional and consumer audiences, and securing volunteers and faculty for educational programs. The partnerships also created a positive impact on WAPC’s role in the broader health system. Examples of positive system impacts include advocacy, collaboration, and resource-sharing.
PARTNERSHIPS

Promoting Perinatal Weight Management:

Through funding from the State Maternal and Child Health Block Grant, WAPC established partnerships with a variety of organizations, including managed care organizations, academic institutions, public health agencies and programs, and birth hospitals. Through these partnerships, WAPC provided a host of new resources for women and providers. The new materials joined previously developed materials and became known as the Perinatal Weight Management Bundle. The bundle includes:

1. Prescription for Healthy Weight for Women of Childbearing Age
3. Mommies in Motion
4. “Fast Food” Cards
5. Think About Your Drink
6. Healthy Weight Gain in Pregnancy—What’s right for you?
7. Weight—What to SAY?

WAPC was able to support evaluation of the bundle through a collaborative partnership with the College of Nursing at Marquette University. Researchers Jennifer Ohlendorf and Marianne Weiss conducted a pre-test/post-test model evaluation of the bundle. Over 120 participants at the 2013 Regional Forum Series on perinatal weight management chose to participate in the evaluation. Formal analyses of the result are pending.
WAPC Annual Conference Highlights

WAPC welcomed three outstanding plenary session speakers to its 2013 Annual Conference faculty April 21-23, at the Country Springs Hotel in Waukesha. The three plenary session speakers were Steven Ralston, Debra Selip, and Magda Peck.

**Steven Ralston, MD, MPH**, presented the opening session. Dr. Ralston is the Division Director, Maternal-Fetal Medicine, Beth Israel Deaconess Medical Center, Boston, MA. He oversees high-risk obstetrical services, inpatient and outpatient obstetrical consultations, prenatal diagnostics services, genetic counseling and risk assessment, amniocentesis and chorionic villus sampling, and fetal treatment services. In his presentation, “Ethics of Prenatal Diagnosis,” Dr. Ralston discussed the tough decisions would-be parents sometimes must make with regards to prenatal testing and diagnoses. Further, he addressed how providers can influence those decisions, whether they intend to or not. He challenged the audience to think about how our current approach to prenatal diagnosis reflects our own views on disability and parenting.

**Debra Selip, MD**, presented the Thomas A. Leonard, MD, Memorial Lecture. She is an Assistant Professor of Pediatrics, Section of Neonatology, Rush University Medical Center, Chicago, IL. She has background in neonatal neurology and perinatal brain injury research. In her presentation, “The Late Preterm and Early Term Brain: Physiology, Pathology, and Outcomes,” Dr. Selip discussed the physiology of the preterm brain and how it is particularly susceptible to brain injury. She also addressed the growing body of literature on the neurodevelopmental outcomes of these infants.

**Magda Peck, ScD**, founding dean and professor at the University of Wisconsin-Milwaukee Joseph J. Zilber School of Public Health closed the conference. Dr. Peck is a nationally recognized expert on maternal and child health who designs innovative leadership and workforce development initiatives and promotes the translation of science into effective programs and policies. In her presentation, titled, “All the best, MP,” Dr. Peck highlighted what we all need to know and do together to help babies reach their first birthdays alive and well. The presentation was interactive and included a challenge to the audience members to share the barriers they face in providing quality care.
Two-hundred twenty-five participants attended the 2013 WAPC Regional Forum Series, Perinatal Weight Management – Opportunities for a Lifetime. The Regional Forums were possible with the support of the Perinatal Foundation and the WAPC regions.

The curriculum responded to the needs of clinicians interested in the Institute of Medicine (IOM) guidelines for weight gain in pregnancy, strategies for promoting healthy pregnancy weight gain, and avoidance of weight retention after childbirth. The forums also featured a bundle (see page 6) of resources for providers and women, including those developed by the WAPC Perinatal Weight Management Work Group.

The series featured the same curriculum repeated in each of the seven WAPC perinatal regions.
WAPC 2013 Fetal Monitoring “Lunch & Learn” Series
Beyond the Basics: The Art and Science of Strip Interpretation

**ABOUT THIS SERIES**
Monitoring a woman and her fetus during the antepartum and intrapartum periods is an essential component of perinatal care. This course, started in 2011, goes beyond the basics of who, how, and when to monitor. Instead, this course is for those who have demonstrated competency in basic fetal monitoring skills. This is not introductory content. Discussion focuses on case studies and strip review, using current ACOG/NICHD recommendations. Each session will have a new and unique curriculum. Participants experience the convenience of learning from work or home and interact with colleagues around the state. Learners are encouraged to register for all five sessions. The interactive sessions will be held via GoToWebinar*. For system requirements and to test your connection, [click here](https://www.gotowebinar.com).

**PURPOSE**
To use case studies to build on knowledge of and skills about interpreting electronic fetal heart rate strips.

**INTENDED AUDIENCE**
Physicians, nurses, certified nurse midwives, and other perinatal providers who routinely do electronic fetal monitoring.

What did 2011 and 2012 participants say about this series?
“Really enjoy this series. It provides great information!”
“Extra information on cord compressions and cord gas evaluations was a great review and presented clearly and concisely.”

**OBJECTIVES**
At the conclusion of the session, participants will be able to:
1. Systematically review the electronic fetal monitor strip
2. Identify and categorize the FHR pattern
3. Identify and discuss uterine activity patterns and their influence on the FHR baseline
4. Discuss the pathophysiology related to the tracing patterns identified
5. Discuss interventions for management and documentation of intrapartum fetal heart rate tracings

---

**Fetal Monitoring Lunch and Learn Series: “Beyond the Basics: The Art and Science of Strip Interpretation”**

WAPC again offered its popular distance-learning sessions -- Beyond the Basics: The Art and Science of Strip Interpretation. Each session was offered over the noon hour and featured a case study, electronic fetal monitoring strip review, and discussion. In 2013, WAPC welcomed new faculty members of diverse disciplines, including Elizabeth Hill-Karbowski, CNM, PhD, and Amber Post, MD.

The Webinar format provided the opportunity for lunchtime learning for busy providers throughout Wisconsin and beyond. Nearly 200 people participated in the five sessions. Thank you to the following faculty for contributing to the success of the series: Kathy Frigge, RN, MS, C-EFM; Elizabeth Hill-Karbowski, CNM, PhD; Jan McIntosh, BSN, RNC-OB, C-EFM; Sharon Morgan, APRN; Amber Post, MD; Jeanne Rosendale, MSN, RNC, C-EFM; and Chris Van Mullem, MS, RNC.
WAPC was proud to issue its 2013 agenda for action. Some of the noteworthy accomplishments from this agenda included:

- Collaborating with regions to provide regional forums on Perinatal Weight Management and promote use of the Postpartum Weight Management Bundle with providers and consumers
- Instituting annual membership based on the calendar year
- Transitioning to the new AAP recommendations for perinatal levels of care
- Significantly expanding online learning opportunities on the WAPC Web site, creating an online "classroom" for a multidisciplinary audience
- Providing the successful Fetal Monitoring Lunch and Learn sessions
- Providing education on contemporary perinatal issues at the WAPC Annual Conference
- Using PeriData.Net®, supported a Wisconsin perinatal quality collaborative effort to promote delivery after 39 weeks.

E-PeriScope

In 2013, WAPC published electronic newsletters in March, June, September, and December. This is the second year WAPC used an online user-friendly publishing format. The electronic format is an environmentally friendly way to distribute information to WAPC members and advocates and to connect readers with WAPC’s online resources.

The WAPC workgroups and committees respond to the needs of providers and consumers and produce new tools. In 2013, WAPC added a number of new or revised materials. WAPC promotes these new materials through the use of an electronic announcement sent via email. This announcement is titled, “New Release – Materials & Publications.” The announcement briefly describes the new or revised piece and links directly to ordering information. The following publications were promoted through “New Release” announcements in 2013:

- Becoming a Parent Preconception Checklist – 3rd Edition
- Caring for the Late Preterm Infant – order set and care plan
- Cesarean Reduction Toolkit – Primary Cesarean Delivery
- “Fast Food” cards and “Think About Your Drink” - pieces of the Perinatal Weight Management Bundle
2013 Callon Leonard Award

Dennis Costakos, MD, was the 40th recipient of the prestigious Callon Leonard Award. The Callon Leonard Award recognizes a leader who has contributed significantly to improving the health of mothers, infants, and families in Wisconsin. Dr. Costakos is a neonatologist at Mayo Clinic Health System-Franciscan Healthcare in La Crosse and is known for his commitment to improving outcomes for infants and for his dedicated involvement with WAPC. Dr. Costakos joined WAPC in 1990 and served as President in 2000-2001.

2013 President’s Award

The President’s Award is given by the WAPC president to an individual or group that exemplifies the values of WAPC—collaboration, advocacy, and education. President Joanne Selkurt, MD, selected Western region member, Suzanne Toce, MD, to receive the award. Dr. Toce recently retired from her role as a neonatologist with Gundersen Lutheran Health System in La Crosse. In keeping with the tradition, the President’s award is a gift of the President’s choice. President Selkurt selected a mother-child sculpture from Nicaragua.
WAPC depends on the valuable contributions of many people to accomplish its goals. To recognize these contributors, WAPC presents Appreciation Awards as a gesture of thanks. WAPC presented the following awards in 2013.

**Regional Forum Partners:**
The first award was presented to the partners who provided video testimonials for the 2012 Regional Forum Series on “Coming to Term: Promoting Birth after 39 Weeks.” The videos demonstrated the resourcefulness of facilities and the power of champions in promoting delivery after 39 weeks.

The contributions of the following people assured the success of the forums:
- Andrew Alexander, MD
- Diane Bindl, CNM
- Satwant Dhillon, MD
- Beverly Haferman, RN, IBCLC
- Timothy Klatt, MD
- Margaret Malnory, MSN, RN
- Sharon Morgan, APRN
- Rebecca Nowodzelski, RN
- Erika Peterson, MD
- Lisa Reed, BSN, RN
- Janet Simdon, RNC
- Suzanne Toce, MD
- Marie Walter, MS, RN
Perinatal Weight Management Work Group: WAPC presented the second award to the Perinatal Weight Management Work Group. Work Group members were recognized for the work they did in developing materials like, “Weight, What to Say,” an interview guide for providers, “Prescription for Healthy Weight for Women of Childbearing Age,” and the “Fast Food” cards. The following Work Group members were present to accept recognition:

- Felicia Carpenter-Dickfoss
- Susan De Graaf
- Barbara Fischer
- Marcia Hagen

Levels of Care Review Team: The next award recognized the contributions of a small, but resourceful group known as the Levels of Care Review Team.

Based on the Guidelines for Perinatal Care, 6th edition, WAPC established self-assessment forms for birth hospitals to determine their level of care. In 2013, these forms were revised to an easy-to-use, fill-a-form format. The self-assessments are submitted for blind review to the Levels of Care Review Team to determine how the self-assessment correlates with the levels of care.

Bonnie Teuteberg, Suzanne Toce, and Chris Van Mullem accepted awards on behalf of the Review Team.

(l to r) Susan De Graaf, Erin McArdle, Barbara Fischer, Judy Maresca, Lynn Kryfke, Felicia Carpenter-Dickfoss, Judy Zunk, and Marcia Hagen

(l to r) Suzanne Toce, Bonnie Teuteberg, and Chris Van Mullem
Professional Continuing Education: The fourth recognition award was presented to the guardians of the principles of professional continuing education. WAPC awards continuing education credit for nurses and physicians as an approved provider by the Wisconsin Nurses Association and the Wisconsin Medical Society. WAPC’s success is due to our CME director, Don Weber, and to the CNE team of Ann Conway, Charlene Galston, Deb Gleisberg, Jan McIntosh, and Mary Rolloff (CNE director).
WAPC STATEMENT OF INCOME AND EXPENSES

The following information is taken from the financial audit conducted by SVA Certified Public Accountants, S.C. A copy of the complete audit is available upon request. The percentage of functional expenses is 75% to program, 22% to management and general, and 3% to fundraising.

### WAPC Statement of Income and Expenses
January 1 – December 31, 2013

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<th><strong>EXPENSES</strong></th>
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<td>Individual Contributions</td>
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<td><strong>Fees</strong></td>
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<td>Meeting Fees</td>
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<td>Publications</td>
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<td>PeriData.Net*</td>
<td><strong>Faculty/Consultants/Subcontracts</strong></td>
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<td>DHS</td>
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<td>Perinatal Foundation</td>
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<td><strong>Other Revenue</strong></td>
<td><strong>Meetings</strong></td>
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<td>Interest Income</td>
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<td>Regional Organization</td>
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<td>Other Income</td>
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<td><strong>Total Income</strong></td>
<td><strong>Miscellaneous</strong></td>
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<td>$1,844</td>
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| **Total Income** | **Overhead** |
| $492,550 | $34,707 |

| **Total Expenses** | **Postage** |
| $479,813 | $937 |

| **Printed** | **Printing** |
| $12,171 | $1,844 |

| **Travel** | **Regional Organizations** |
| $2,043 | $6,284 |

| **Salaries & Fringe Benefits** | **Salaries & Fringe Benefits** |
| $272,181 | $2,043 |

| **Total Expenses** | **Change in Unrestricted Net Assets** |
| $479,813 | $12,737 |

*Donated services are based on volunteer service hours of program committee and work group experts that are converted to dollar values, based on an annual salary survey of directors of the WAPC Board.

**Includes payroll processing, rent, fax/copier lease, Internet provider, office supplies, property & general liability insurances, telephone, and Web site hosting.
Margaret Malnory, MSN, RN, President, Wheaton Franciscan Healthcare-All Saints, Racine (2014*)

Jeanne Rosendale, MSN, President-Elect, Mayo Clinic Health System – Franciscan Healthcare, La Crosse (2014*)

Linda Kent, RN, MSN, Secretary, Northcentral Technical College, Wausau (2014*)

Lynn Kryfke, RN, MSN, Treasurer, Children’s Community Health Plan, Milwaukee (2015*)

Joanne A. Selkurt, MD, Past President, Whitehall (2014*)

Chris Van Mullem, MS, RNC, Perinatal Foundation Representative, Aurora Sinai Medical Center, Milwaukee (2014*)

*Date after name indicates the year in which the director’s term ends.
Carol A. Anderson, BS, Essentia Health, Ashland (2015*)
Sara Bronson, RN, BSN, ThedaCare, Neenah (2016*)
Dennis Costakos, MD, Mayo Clinic Health System-Franciscan Healthcare, La Crosse (2016*)
Kelly Court, Wisconsin Hospital Association, Madison (2016*)
Lynn Dahlen, BSN, RNC-NIC, Mayo Clinic Health System—Franciscan Healthcare, La Crosse (2015*)
Jill Denson, MSW, APSW, Independent Care Health Plan (iCare), Milwaukee (2016*)
Ann Ebert, PharmD, Meriter Hospital, Madison (2016*)
Sara Finger, Wisconsin Alliance for Women’s Health, Madison (2014*)
Charlene Galston, RNC-OB, BSN, ME-PD, IBCLC, Black River Memorial Hospital, Black River Falls (2014*)
Amy Gilliland, PhD, BPT (DONA), Madison College, Madison (2016*)
Jody R. Gross, MD, Marshfield Clinic, Marshfield (2016*)
Kristine Hayes, CSW, Gundersen Lutheran, La Crosse (2014*)
Cresta W. Jones, MD, FACOG, Medical College of Wisconsin, Milwaukee (2015*)
Julie Kessel, MD, Meriter Hospital, Madison (2014*)
Deborah Larkey, MD, American Congress of Obstetricians & Gynecologists, Milwaukee (2015*)
Kristin J. Lusian, DO, Essentia Health, Ashland (2016*)
Amy Marquardt, CSW, Aspirus Wausau Hospital, Wausau (2014*)
W. Curtis Marshall, MS, Wisconsin Division of Public Health, Southeast Regional Office, Milwaukee (2016*)
Pat Marty-Ehly, RN, BSN, Meriter Hospital, Madison (2015*)
BOARD OF DIRECTORS

The Wisconsin Association for Perinatal Care Board of Directors met on April 21, 2013, from 11:30 a.m. – 2:30 p.m. at the Country Springs Hotel, Waukesha, and on November 8, 2013, from 10:00 a.m. – 3:00 p.m. at the Glacier Canyon Conference Center, Wisconsin Dells.

Katherine Sagers McGlynn, LCSW, St. Elizabeth Hospital, Appleton (2014*)
Paul Neary, MD, University of Wisconsin School of Medicine and Public Health, Madison (2014*)
Phillip Nielsen, MSW, Mayo Clinic Health System—Franciscan Healthcare, La Crosse, (2015*)
Sally Norlin, RD, CD, Meriter Hospital, Madison (2016*)
Heather Pauls, JD, Johnson & Cohen, S.C., Eau Claire (2015*)
Samantha Perry, MPH, CHES, Racine Kenosha Community Action Agency, Racine (2014*)
Esther Pufall, RN, Essentia Health, Ashland (2016*)
Kimberly J. Seeger, MD, FAAP, St. Elizabeth Hospital, Appleton (2015*)
Janet Simon, RN, MHSA, Molina Healthcare of Wisconsin, West Allis (2014*)
Mary Jo Snorek, MSN, NNP-BC, C-NPT, Neonatal Resources of Wisconsin, Inc., Madison (2014*)
C. Danae Steele, MD, OB-GYN Associates of Green Bay, Green Bay (2014*)
Heidi Stubb, BS, St. Vincent Hospital, Green Bay (2015*)
Marcia Ten Haken, MSN, CNM, APNP, IBCLC, Women’s Health Care OB-GYN, Green Bay (2016*)
Sarah Walder, RNC, MSN, NNP-BC, Aspirus Wausau Hospital, Wausau (2015*)
Marianne Weiss, DNSc, RN, Marquette University, Milwaukee (2014*)
Jean Willard, CPA, Reilly, Penner & Benton, LLP, Madison (2014*)
Judy Zunk, MS, RD, CSP, CD, Wee Care WIC, Milwaukee (2014*)

*Date after name indicates the year in which the director’s term ends.
In 2013, WAPC maintained the following standing committees and work groups that work toward improving perinatal outcomes.

**PROGRAM COMMITTEES**

**Infant and Family** –
- Chair, Mary Jo Snorek, MSN, NNP-BC, C-NPT, Madison
- Co-Chair, Anne Weinfurter, RN, Milwaukee

**Nutrition** –
- Chair, Judy Zunk, MS, RD, CSP, CD, Milwaukee

**Perinatal Data** –
- Chair, Marianne Weiss, DNSc, RN, Milwaukee
- Co-Chair, Lisa Lokken, MSN, RNC-OB, C-EFM, CNS-BC, Milwaukee

**Peripartum** –
- Chair, Elizabeth Hill-Karbowski, CNM, PhD(c), Milwaukee

**Work Group of the Peripartum Committee: Cesarean Reduction** –
- Chair, Elizabeth Hill-Karbowski, CNM, PhD(c), Milwaukee

**Preconception & Prenatal Care** –
- Chair, Charlene Galston, RNC-OB, BSN, ME-PD, IBCLC, Black River Falls

**Prenatal Testing** –
- Chair, Deborah Larkey, MD, Milwaukee
- Co-Chair, Cresta Jones, MD, FACOG, Milwaukee

**Public Affairs** –
- Chair, Sara Finger, Madison
- Co-Chair, Paul Neary, MD, Madison

**Tertiary Care** –
- Chair, Chris Van Mullem, MS, RNC, Milwaukee

**Work Groups of the Tertiary Care Committee: Continuing Education and Outreach** –
- Co-Chairs, Debra Gleisberg, BSN, RNC-NIC, LCCE, Milwaukee
- Janice McIntosh, BSN, RNC-OB, C-EFM, Madison

**Fetal Monitoring** –
- Chair, Chris Van Mullem, MS, RNC, Milwaukee
WAPC COMMITTEES AND WORK GROUPS

OPERATIONS COMMITTEES

By-Laws –
Chair, Joanne Selkurt, MD, Whitehall

Callon-Leonard –
Chair, Joanne Selkurt, MD, Whitehall

Executive –
Chair, Margaret Malnory, MSN, RN, Milwaukee

Nominating –
Chair, Joanne Selkurt, MD, Whitehall

Planning –
Chair, Margaret Malnory, MSN, RN, Milwaukee

STAFF

Ann E. Conway, MS, MPA, RN, Executive Director
Eva Fassbinder Brummel, MPH, Learning Coordinator
Kyle Mounts, MD, MPH, Learning Coordinator
Barbara J. Wienholtz, Administrative Assistant II

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www.facebook.com/WAPCandPE
twitter.com/WIPerinatal
http://www.youtube.com/user/PerinatalFoundation