Dear Colleagues:

As my presidency comes to a close, I want to personally thank all of you who contributed to WAPC’s success in 2008. You make WAPC unique—an organization of members from many disciplines who work synergistically to improve perinatal outcomes for women, infants, and their families. You are the heart and soul of WAPC.

While this report captures many highlight of 2008, I’d like to focus on three significant accomplishments.

The 2008 annual conference in Appleton was a great success with three outstanding plenary speakers, 17 group sessions, a rousing “great debate,” and the obstetrical and neonatal “rapid fire” sessions. Attendance exceeded 330, and we welcomed our first participant from Western Australia! We celebrated our partnership with the Perinatal Foundation, including the silent auction to benefit the Foundation’s programs. We honored individuals and groups that made significant contributions in 2007-8, especially Margaret Malnory, the Callon-Leonard award recipient.

Under the direction of the WAPC Board of Directors, WAPC conducted a strategic planning process and concluded that the major foci for at least the next three years should be education, partnerships, finances, membership, and governance. The final plan will be presented to the Board of Directors in April 2009. The plan will guide WAPC’s strategic decisions around important topics.

After more than five years of work and study about regionalized perinatal care in Wisconsin, WAPC implemented hospital self-assessments to determine the level of care provided by birth hospitals. In November 2007, the WAPC Board of Directors adopted the six levels of care defined by the American Academy of Pediatrics, which include levels I, IIA, IIB, IIIA, IIIB, and IIIC. Following the lead of the Colorado Perinatal Care Council, WAPC adapted Colorado’s hospital self-assessment format. By the end of 2008, 25 birth hospitals in Wisconsin had participated in the self-assessment process. Ten hospitals completed the process in early 2009 and their levels of care were posted on the WAPC Web site. Self-assessment submission and review will continue in 2009 for the remaining birth hospitals.

On a final note, I invite all of you to continue to work with WAPC in 2009 to reinvigorate partnerships to address perinatal health issues and improve the quality of life of Wisconsin families.

With continued gratitude for your contributions,

Ann M. Ebert, PharmD, Meriter Hospital, Madison
2008 in Review

PeriData.Net® is the longitudinal clinical database that 87% of birth hospitals use as a powerful tool to monitor care processes and outcomes. In 2008, WAPC added a new standard report that monitors racial disparities. The development of the report was funded in part by the MCH Title V Services Block Grant, through the Maternal & Child Health Bureau of the Health Resources and Services Administration, U.S. Department of Health Services.


Management of Unipolar Depression in Pregnant and Postpartum Women and Antidepressant Medication Chart are posters that represent a two-year collaborative project with the Wisconsin Section of the American College of Obstetricians and Gynecologists. The purpose of the project is to improve health services to women and their families and to alert health care providers and the general public about how to save lives by better managing unipolar depression in pregnant and postpartum women.

Publications and Communications Highlights

In 2008, the WAPC Preconception and Prenatal Care Committee continued to expand the Planning for Pregnancy series—a collection of consumer-based information sheets pertaining to chronic conditions and pregnancy. The committee released a new information sheet on obesity and pregnancy and translated information sheets on asthma, epilepsy, depression, diabetes, and x-rays during pregnancy into Spanish.

The Continuing Education and Outreach Work Group revised and developed online self-study modules. Two existing modules—Preemies: Hidden in Plain View and Perinatal Mood Disorders—were revised. A Postpartum Hemorrhage online module, based on the regional forums on the same topic conducted by WAPC, was released for pilot testing. The neonatal section of the work group also released its online, consumer-based Infant Temperature FAQs.

Vision and Mission

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
Wisconsin Association for Perinatal Care

Recognition Awards

_Callon-Leonard Award:_ WAPC recognizes individuals who represent the volunteer spirit of WAPC. The highest award the association bestows is the Helen F. Callon, RN, CNM, and Thomas A. Leonard, MD, award and celebrates the efforts of an individual toward improving the health of mothers, infants, and families in Wisconsin.

The 2008 Callon-Leonard recipient was Margaret Malnory, MSN, RN, Clinical Director, Women, Children and Emergency Services, Wheaton Franciscan Healthcare- All Saints, Racine, WI. Ms. Malnory serves on the Preconception and Prenatal Care Committee and is the WAPC Treasurer. Ms. Malnory has unselfishly given her time and her talents to make possible groundbreaking initiatives in areas such as preconception health promotion.

 плохой перевод

**President’s Award** - WAPC President Charlene Galston selected Marie Walter, MS, RN, to receive the 2008 President’s Award. The award is given to an individual or group exemplifying the values of WAPC—collaboration, advocacy, and education. Ms Walter is a clinical nurse specialist at Gundersen Lutheran Medical Center in La Crosse. She has been involved in the Western Region and has participated in the WAPC Continuing Education and Outreach Work Group.

Appreciation Awards

The work of WAPC is not possible without the many members and partners who graciously give their time to promote the health of mothers, infants, and their families. In 2008, WAPC recognized individuals and groups for their work on behalf of the organization.

_Mae Knowles_, a marketing and communications expert with Meriter Hospital in Madison, was recognized for her role in the production of the Imagine video. This video, shown at the CDC Summit on Preconception and Health Care in fall 2007, focuses on WAPC’s accomplishments in the field of preconception health promotion.

The **WAPC Preconception and Prenatal Care Committee** was recognized for its work in developing the *Prescription for a Healthy Future* tool to encourage communication among providers and consumers about the importance of women’s health both during the preconception period and throughout the lifespan. Margo Grady accepted the award on behalf of the committee chair, Tim Klatt.
The WAPC Tertiary Care Committee was recognized for its work in launching the Levels of Care Self-Assessment Process. Based on criteria first released by the American Academy of Pediatrics and adopted by the WAPC Board, the self-assessment process promotes the use of standard definitions for the level of perinatal services offered by hospitals.

The WAPC-ACOG Perinatal Depression Work Group was recognized for its collaborative efforts in developing an algorithm and medication chart for primary care providers to use for treating pregnant and postpartum women who have unipolar depression.

WAPC Committees and Work Groups

In 2008, WAPC maintained the following committees and groups that work toward improving perinatal outcomes.

PROGRAM COMMITTEES
Annual Conference Planning Committee (ad hoc) –
   Chair, Betty, Minton, RNC, BSN, President-Elect, Marshfield
Infant and Family –
   Co-Chairs, Mary Jo Snorek, RN, MSN, APNP, Madison
   Jill Paradowski, RN, MS, Milwaukee
Nutrition –
   Chair, Judy Zunk, MS, RD, CSP, CD, Milwaukee
Perinatal Data –
   Chair, Marianne Weiss, RN, DNSc, Milwaukee
Peripartum –
   Chair, Jacquelynn Tillett, CNM, ND, FACNM, Milwaukee
Preconception & Prenatal Care –
   Chair, Timothy E. Klatt, MD, Milwaukee
Prenatal Testing –
   Chair, Dwight Cruikshank, MD, Milwaukee
Public Affairs –
   Chair, Lynn M. Klemmer, RNC, Oshkosh
Tertiary Care –
   Chair, Chris Van Mullem, RNC, MS, Milwaukee

OPERATIONS COMMITTEES
By-Laws –
   Chair, Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Falls
Callon-Leonard –
   Chair, Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Falls
Executive –
   President, Ann M. Ebert, PharmD, Madison
Nominating –
   Chair, Charlene Galston, RNC, BSN, ME-PD, IBCLC, Black River Falls
Planning –
   President, Ann E. Ebert, PharmD, Madison

WORK GROUPS
Continuing Education and Outreach –
   Co-Chairs, Debbie Gleisberg, BSN, RNC, Milwaukee
   Jan McIntosh, BSN, RNC, Milwaukee
Fetal Monitoring –
   Chair, Chris Van Mullem, RNC, MS, Milwaukee
# Statement of Income and Expenses — January 1 – December 31, 2008

## INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$544,539</td>
</tr>
<tr>
<td><strong>Corporate Contributions</strong></td>
<td>$21,325</td>
</tr>
<tr>
<td><strong>Individual Contributions</strong></td>
<td>$5,500</td>
</tr>
<tr>
<td><strong>Meeting Fees</strong></td>
<td>$45,420</td>
</tr>
<tr>
<td><strong>Membership Dues</strong></td>
<td>$22,418</td>
</tr>
<tr>
<td><strong>Publications</strong></td>
<td>$18,003</td>
</tr>
<tr>
<td><strong>PeriData.Net</strong></td>
<td>$6,500</td>
</tr>
<tr>
<td><strong>DHFS</strong></td>
<td>$164,300</td>
</tr>
<tr>
<td><strong>UW Partnership Fund</strong></td>
<td>$14,750</td>
</tr>
<tr>
<td><strong>Perinatal Foundation</strong></td>
<td>$161,481</td>
</tr>
<tr>
<td><strong>Interest Income</strong></td>
<td>$12,460</td>
</tr>
<tr>
<td><strong>Regional Interest</strong></td>
<td>$362</td>
</tr>
<tr>
<td><strong>WAPC Regional Revenue</strong></td>
<td>$13,845</td>
</tr>
<tr>
<td><strong>Other Income</strong></td>
<td>$4,277</td>
</tr>
<tr>
<td><strong>Contributed Services</strong></td>
<td>$53,398</td>
</tr>
</tbody>
</table>

## EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Services</td>
<td>$7,684</td>
</tr>
<tr>
<td>Bank Service Charge</td>
<td>$1,411</td>
</tr>
<tr>
<td>Contractual PeriData.Net*</td>
<td>$23,750</td>
</tr>
<tr>
<td>Contributed Services*</td>
<td>$53,398</td>
</tr>
<tr>
<td>Development/Training</td>
<td>$311</td>
</tr>
<tr>
<td>Faculty/Consultants/Salaries</td>
<td>$1,142</td>
</tr>
<tr>
<td>Feels</td>
<td>$652</td>
</tr>
<tr>
<td>Legal</td>
<td>$2,116</td>
</tr>
<tr>
<td>Meetings</td>
<td>$45,003</td>
</tr>
<tr>
<td>Meeting Supplies</td>
<td>$1,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,922</td>
</tr>
<tr>
<td>Overhead**</td>
<td>$61,066</td>
</tr>
<tr>
<td>Postage</td>
<td>$1,520</td>
</tr>
<tr>
<td>Printing</td>
<td>$20,283</td>
</tr>
<tr>
<td>Regional Membership</td>
<td>$1,470</td>
</tr>
<tr>
<td>Regional Organizations</td>
<td>$14,707</td>
</tr>
<tr>
<td>Salaries &amp; Fringe</td>
<td>$236,648</td>
</tr>
<tr>
<td>Travel</td>
<td>$2,621</td>
</tr>
</tbody>
</table>

The percentage of functional expenses is 66% to program, 33% to management and general, and 1% to fundraising. A copy of the financial audit prepared by Wegner, LLP CPAs & Consultants is available upon request.

*Contributed 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 administrative expense, depreciation, office supplies, property and general liability insurance, rent, telephone, Web site connection, and internal printing, postage, and copying.

---

## Board of Directors – Executive Committee

- **Ann M. Ebert**, PharmD, President, Meriter Hospital, Madison (09*)
- **Betty Minton**, RNC, BSN, President-Elect, Ministry Health Care at Saint Joseph’s Hospital, Marshfield & Saint Clare’s Hospital, Weston (09*)
- **Linda S. Kent**, RN, MSN, Secretary, Northcentral Technical College, Wausau (09*)
- **Margaret Malnory**, MSN, RN, Treasurer, Wheaton Franciscan Healthcare—All Saints, Racine (09*)
- **Charlene Galston**, RNC, BSN, ME-PD, IBCLC, Immediate Past-President, Black River Memorial Hospital, Black River Falls (09*)
- **Carol A. Browning**, MD, Perinatal Foundation Representative, Bayside (09*)
Board of Directors – Directors

Janine Bamberger, MS, RD, CD, Aurora Sinai Medical Center, Brookfield (10*)
Kay Lynn Breen, MD, St. Vincent Hospital, Green Bay (11*)
Sarah Coyne, JD, Quarles & Brady, LLP, Madison (09*)
Dwight P. Cruikshank, MD, Medical College of Wisconsin, Milwaukee (09*)
Kris Hayes, CSW, Gundersen Lutheran Medical Center, La Crosse (11*)
Cindi Jungwirth, RNC, MSN, Affinity Health System, Oshkosh (10*)
Timothy Klatt, MD, Medical College of Wisconsin, Milwaukee (09*)
Lynn M. Klemmer, RNC, Mercy Medical Center, Oshkosh (09*)
Paul Koch, MD, SCM, Family Medicine, Milwaukee (09*)
Glenn R. Krieg, CPA, Morgan Murphy Media, Madison (09*)
Terry Kruse, RN, Wisconsin Department of Health Services, Madison (10*)
Jeffrey H. Lamont, MD, Marshfield Clinic, Weston (10*)
Romney Ludgate, BA, MA, Waunakee (11*)
W. Curtis Marshall, BS, MS, Wisconsin Division of Public Health, Southeast Regional Office, Milwaukee (10*)
Kyle O. Mounts, MD, Newborn Care Physicians of Southeastern Wisconsin, Milwaukee (11**) 
Amy Marquardt, CSW, Aspirus Wausau Hospital, Wausau (11*)
Katherine McGlynn, MSW, APSW, St. Elizabeth Hospital, Appleton (11*)
Sue Miller, BSW, Abri Health Plan, West Allis (11*)
Paul J. Neary, MD, Fort HealthCare, Fort Atkinson (11*)
Shelly Parsells, RN, BSN, St. Clare’s Hospital, Weston (09*)
Heather Pauls, JD, Losby & Pauls, Eau Claire (09*)
Mary K. Rolloff, RN, MSN, Bellin College of Nursing, Green Bay (09*)
Jeanne Rosendale, RNC, BSN, Franciscan Skemp Healthcare, La Crosse (09*)
Carolyn Rumph, RD, CD, Meriter Hospital, Madison (10*)
Susan Rymer, RN, BSN, MSN, St. Vincent Hospital, Green Bay (10*)
Christine Schmidt, RNC, Meriter Hospital, Madison (09*)
Kimberly J. Seeger, MD, St. Elizabeth’s Hospital, Appleton (09*)
Joanne A. Selkurt, MD, Gundersen Lutheran Clinic, Whitehall (10*)
Mary Jo Snorek, RN, MSN, APNP, Neonatal Resources of Wisconsin, Madison (09*)
Jacquelynn Tillett, CNM, ND, FACNM, Midwifery & Wellness Center, Aurora Sinai Medical Center, Milwaukee (09*)
Chris Van Mullem, RNC, MS, Aurora Sinai Medical Center, Milwaukee (09*)
Michelle Venn, RN, Alverno College School of Nursing, Milwaukee
Donald F. Weber, MD, Luther Midelfort, Eau Claire (10*)
Marianne Weiss, RN, DNSc, Marquette University, College of Nursing, Milwaukee (09*)
Marsha Jones Zoll, OTR, St. Vincent Hospital, Green Bay (09*)
Judy Zunk, MS, RD, CSP, CD, Wee Care WIC, Milwaukee (09*)
* Denotes the year the director’s term expires.
**Resigned from Board in 2008.

Board of Directors’ Meetings

The Wisconsin Association for Perinatal Care Board of Directors met on April 13, 2008, from 11:30 a.m. – 2:30 p.m. at the Radisson Paper Valley Hotel, Appleton and on November 21, 2008, at the Monona Terrace Community & Convention Center, Madison.
WAPC Staff
Ann E. Conway, MS, MPA, RN, Executive Director
Kristine E. Casto, MPH, CPH, CPhT
Barbara Wienholtz, AD

(l to r) B. Wienholtz, A. Conway, and K. Casto

WAPC Organizational Chart