

The Breastfeeding Task Force of Greater Los Angeles

Board of Directors

Kiran Saluja, MPH, RD
Deborah Myers, MS, CLE, CNS
D. Lisa Bollman, RNC
Karen Peters, MBA, RD, IBCLC
Louise Arce Tellalian, RN, CLC
Sandra Apgar Steffes, RN, MS
Amy Ma, BS, CLE
Alexis Neely, Esq.
Cindy Conteas, RN, PHN, MPA

Founders

D. Lisa Bollman, RNC
Luz Chacon, MPH, CLE
Paula Cohen, JD
Deborah Edmunds, CLE
Paul Fleiss, MD
Jo Friedman, BSN, RN
Harold Goldstein, MSPH, DrPH
Maria E. Guzman, CLC
Gail Harrison, PhD
Arcelia Jaramillo, BS, CLE
Patricia Jellife, MPH
Raquel Korn, RN, BSN, CLC
Shanda Lear, IBCLC
Amy MA, BS, CLE
Chele Marmet, MA, IBCLC
Wendy McGrail, MPH, RD
Karen Meehan, MPH, RD, CLE
Lorraine Miles, RN, BA, CLC
Deborah Myers, MS, CLE, CNS
Joan Ortiz, RN, BSN, CLC
Rebecca Pastrana-Sheng, BS, CLE
Karen Peters, MBA, RD, IBCLC
Debra Rabin, OTR, CLC
Kiran Saluja, MPH, RD
Matanee Shee, RN, BSN, IBCLC
Ellen Shell, MA, IBCLC
Judith Silvio, BSN, MA
Wendy Slusser, MD
Sandra Apgar Steffes, RN, MS
Louise Arce Tellalian, RN, CLC
Sharon Watkins, JD, IBCLC
Virgin Watters, BSN, RN

Dear Employer:

Did you know that supporting your breastfeeding employees will increase your bottom line? As I am sure you are aware, as of January 1, 2002 your business is required to provide time and space for breastfeeding employees to express breast milk during the workday. Implementing this law in a supportive manner will actually make your business more profitable. We invite you to attend a roundtable breakfast discussion on October 2, 2002, where you can learn more about this inexpensive and extremely important employee benefit.

The Breastfeeding Task Force of Greater Los Angeles is a non-profit organization dedicated to educating the public about breastfeeding support and decreasing the societal barriers to breastfeeding. Many mothers fail to breastfeed or prematurely wean because of a perceived or actual lack of support from their employers. The BreastfeedingWorks Project will decrease those barriers by helping employers to realize the immense value of breastfeeding to their workplace.

We invite you to breakfast on October 2, 2002 to help us launch our BreastfeedingWorks Project. During breakfast you will have the opportunity to learn how the Breastfeeding Task Force of Greater Los Angeles can help increase your bottom line and you will hear from representatives of corporations that are already experiencing the economic benefits of supporting breastfeeding mothers in their workplace.

Participants already enjoying the competitive advantage include:

- Eloise Jenks, MEd, RD, Executive Director, PHFE WIC Program
- Jay Gordon, MD, FAAP, Member of the attending clinical and teaching faculty, UCLA Medical School
- Chris Wade, MD, MPH, Director, Department of Preventive Medicine, Kaiser Permanente Medical Center, Riverside
- Carol Ko, MPH, RD, CLE, Regional Director of Care Management, West Coast Region, CIGNA HealthCare
- Theresa Antonelli, Director of Mattel Child Development Center, Mattel

Please save the date: October 2, 2002 for the launch of this important and exciting project that will benefit Los Angeles employers and employees. One of our committee members will call you shortly to confirm your space at this event. For more information, contact us at www.BreastfeedingWorks.org or 213-596-5776.

Sincerely,

Karen Peters, MBA, RD, IBCLC
Breastfeeding Works Project Director

12781 Schabarum Ave. Irwindale, California 91706 (213)596-5776 www.BreastfeedLA.org