

Bloomington Area

Birth Services

...because birth matters

www.bloomingtonbirth.org ~ info@bloomingtonbirth.org

Come on in!

Expanded 2010 Hours!

Tuesdays – Fridays

10 am – 6pm

& Saturdays 10am – 2pm

2458 S. Walnut

PO Box 302

Bloomington, IN 47402

BABS

"A new baby is like the beginning of all things - wonder, hope, a dream of possibilities." by Eda J. Le Shan

Winter 2010



From the Desk of the Director

You know what, I'll just be honest with you: it's been a little weird.

We've gone from a basement with two tightly packed rooms to 2600 square feet and high ceilings. We've gone from crowded parking and a student neighborhood to a shopping center and tons of parking, from four and sometimes five of us sharing one room to separate offices. You get the picture? It's been good (well, really, it's been great!)...but still, a little weird.

One of the best things about the move has been the space and the opportunities this space will create. Here we have the chance to grow and develop into a more solid organization, one that will be able to build the infrastructure that will support the clinical activities of a birth center.

You will see this reflected in our programming and, I hope, in some new developments in the next year. In particular, we are exploring expansion of our breastfeeding support and education. Stay tuned for those developments!

In the meantime, we've busied ourselves filling the new space with new programs and increasing current offerings. I think you will like what we have done with the space, and what we are doing in the space! This newsletter is largely devoted to the latter. Since I'm directly involved in a couple of these new things, I'll go ahead and mention them now: an "Embodied Birth Class," that gives us the chance to focus in on movement, breathing, and relaxation using the tools of yoga,

and whatever else I come up with to prepare for birth. And I'm now officially available as a birth consultant. You can put me "on retainer" for up to four hours, and let me listen, suggest, find resources and otherwise help you make the best decisions you can for your birth and postpartum.

We're also making some changes and clarifications in our vaginal birth after cesarean offerings. We hope you are as excited about these changes as we are! As always, we welcome your feedback and requests on what we can do to better serve you. And if you want to make some of the new steps become real sooner rather than later, we welcome your involvement.

Please don't hesitate to come by or call or email. ~ *Georg'ann*

Your BABS 411

Bloomington Area Birth Services
is now located at

2458 S. Walnut

(In the shopping center just north of the S. Walnut and Country Club Rd intersection on the Southside of Bloomington)

And we're expanding!

New Hours!

10-6 Tuesday-Friday
10-2 Saturdays

New Programs!

(See Page 3!)

New Dreams!

Come to our Grand Opening to learn more about where we want to go next!



BABS Grand Opening: January 23rd!

Well, if you haven't made it to our new location to see our bold new sign, beautiful open community and program space, sassy BABS Boutique front and center, and great new office space—here's your chance!

On Saturday, January 23 we will be having our Grand Re-opening and opening our doors wide for you and your families to come visit, hear about our new program offerings, and show off BABS to your friends!

Speaking of your friends, this is the perfect opportunity to bring your friends by to see what BABS is all about. Inside your newsletter you'll see a referral flyer for you to put up in your workplace, give to an expecting friend or couple, or show to a

community leader who you want to tell about the work BABS does here in Bloomington!

When you come on Saturday the 23rd, you'll also get the chance to hear more about our dreams here at BABS—how we hope to strengthen BABS as an organization in the coming years at this location, work towards bringing a birth center to our community in the future, and continue to offer valuable programs and services to new parents and families.

These dreams will not be possible without you and your support! So please come join us to share your enthusiasm, ideas, and think about ways you can be involved in helping us achieve our goals!

We hope to see you there!



The BABS Boutique

If you haven't stopped by the new space yet, when you walk in you may find that your entrance into BABS feels a bit different than it ever has before!

Our new location has a storefront that has brought our BABS Boutique front and center. We're excited and hopeful that this will bring in more community members unfamiliar to BABS and our programs and offer the chance to provide them with high-quality, socially-responsible products as well as introduce them to our services as a community organization!

This move has also allowed us to expand our inventory (see below) and keep more items in stock! So definitely keep us in mind for your baby registries, baby shower gifts, and of course items for your little one and your family!

If you have any questions about items, want to get fitted for a nursing bra, or have ideas about what you'd like to see carried in the new and improved BABS Boutique, please stop by BABS during the week or contact me!

~Joy Jones, BABS Boutique Manager
joy@bloomingtonbirth.org

New at the BABS Boutique!

Japanese Weekend Maternity!

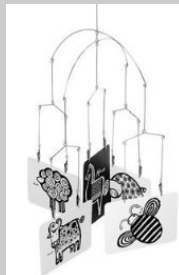
Now you can find great maternity clothes in Bloomington! We were excited



to find a company who had manufacturing practices that BABS customers could feel good about *and* find clothes that are attractive, designed to be wearable before and after pregnancy, and have a mix of both formal and casual clothing options. We'll continue to build up our inventory over the coming year, so come try them on and check them out!



**Toys from Imagiplay, Mobiles from WeeGallery,
eco-friendly Bobux Baby Shoes
AND new diapers!**



BABS Programming Corner

Warm winter wishes! Our move to our new location has brought many possibilities for growth and experimenting with new ideas. You'll see on the next page that we've already started by expanding our class offerings, adding new programs and workshops, and making our new space a better and stronger resource for our families and the Bloomington community.

We here at BABS have an exciting year ahead and we look forward to seeing you with us in this New Year!

If you have ideas about the way BABS can continue to grow in our community offerings, questions about our programs or want to participate, please contact me.

~Allison Distler, BABS Program Coordinator
allison@bloomingtonbirth.org



Spotlight: 2010 BABS Speaker Series

This winter we will launch the twice-a-month BABS Speaker Series on the first Sundays of each month and the third Wednesdays of each month. We will host discussions and presentations on a variety of topics ranging from practice household management, family nutrition, baby-wearing and baby products, family communication, as well as playing with toddler and baby! We hope that this Speaker series will provide a valuable community resource for BABS families and the Bloomington community to ignite and continue discussion about issues affecting families.

Sunday February 21 at 3:00 pm

(On the 3rd Sunday for this month only)

"Tax Implications of Having Children in 2009"
H&R Block Representative

Wednesday March 17, 2010 at 1:00pm

**"What Happened to My Baby? An Introduction to
Positive Parenting" - Amy Makise**

Spring Birth Doula Workshop

March 5-7, 2010

Turkey Run State Park

Interested in learning how to be a birth doula? Consider participating in this training led by DONA Intl Approved Trainer Georg'ann Cattelona, CD (DONA) and Molly Mendota, CD (DONA) in March. The workshop will cover comfort measure techniques, emotional support, how to help in difficult labor, and more! To register, call 337-8121

Introduction & Workshops, \$525 (Just Workshop \$450)



2010 BABS Programming & Class Offerings



Pregnancy Services

2010 Childbirth Education Class Series

Childbirth education series for first-time parents covers birth plans, breathing and positions for labor and birth, complications and breastfeeding. \$225.

Tuesdays 6:45-9:15

March 23-May 11
May 18-July 6
July 13-August 31
September 7- October 26
November 2- December 21

Wednesdays 6:45-9:15

May 5-June 23
July 30-September 15

Saturdays 2:30-5:00

March 6-May 1
October 2-November 20

Refresher Class: Birth When it's not your first!

Covers your birth plan, comfort measures for labor, how to prepare your older child for the new baby and breastfeeding the second (or third, etc) time around! \$60, Held Quarterly. Next date: Feb. 20 11-2, April Class TBD

How to Plan for your VBAC

If you're expecting or considering getting pregnant after a cesarean section and want help working on your birth plan for a vaginal birth. \$60
Upcoming Classes: Wed. Feb 24 6:30-8:30, Sunday May 23 2-4pm

Services for Parents with Baby

Parent-Baby Playtime

A wonderful time to play and connect with other parents and babies in BABS Community Space. Drop In, Free.

Every Wednesday & Thursday 10:00-1:00

New Parent Chat

A great opportunity to talk with Post Partum Doula Stacey Decker about issues confronting new parents. Drop In, Free.
Second Thursday of Each Month, 10-1

Community Playgroups

There are often playgroups who choose to meet at BABS.
Call BABS if you're interested in joining one!

New Moms' Support Group

Eight-week group meetings with moms designed to aid you in the first months-year of being a new mom.

Series beginning: Jan. 28, Feb. 18, March 25, April 2

Parents of Older Babies Support Group

Please call the office for next scheduled group start date.

C-Section/VBAC Support Group

A caesarean and vaginal birth after caesarean support group.
Free, Drop In, First Wednesday of Each Month, 6:30-8:30pm

Breastfeeding Services

Milk Matters: A Prenatal Breastfeeding Class *New*

A Breastfeeding class for anyone who is not taking the BABS Birth Class.

\$40, Sundays 1-4pm

February 21 March 28 May 16

Making It Work: A Pumping Class for Nursing Mothers

Returning to Work or School

\$30, Saturdays 12:00-2:00pm

February 6 April 3 June 5

Nurse and Chat

A free time to chat with other moms and get your breastfeeding questions answered!
2nd Wed. of the month 10:00-2:00

All classes and conversations led by IBCLC certified lactation consultant Ann Marie Neeley Burkhardt. She is also available for private consultations by phone or e-mail: 812-333-8241, annmarienb@gmail.com

Special Programs & Workshops

BABS Speaker Series *New!*

A twice-a-month series that will bring speakers in on a variety of topics affecting families with babies and toddlers.

Free, Drop-In. Unless otherwise advertised.

First Sunday of the Month, 3-4:30pm

Third Wednesday of the Month, 1-2:30pm

Workshops & Classes to Watch for in 2010:

Relaxation for Pregnancy & Birth—A Prenatal Workshop, \$50

Two Thursdays: February 18 & 25 6:30-8:30pm

Free Demo on February 13: 5-5:45pm

Family Yoga & Infant Massage Coming Soon!

2010 BABS Expanded Yoga Class Schedule *3 New Classes*

Prenatal Yoga

Focus is on body awareness, increasing flexibility, endurance, and conscious relaxation.

*Mondays 7:00pm Tuesdays 5:30pm Thursdays 5:30pm Fridays 4:30pm Saturdays 10am

*Monday class begins in February. Call the office for details.

Yoga for Mom

Focus on building the body up and enjoying the company of other moms & babies.

'Just for Mom' Yoga Mondays 5:30-6:30

Yoga for Mom & Baby: Thursdays 2:00-3:00

Fees: \$10/Single Class; \$36/4 Classes; \$68/8 Classes; \$200 Unlimited for a Year

New Offering!

Embodied Birth Class

This is a new class is an integrative body based learning course rooted in yoga, dance, and other movements to prepare women for birth.

This class is open to all women.

Taught by Georg'ann Cattelona, LCCE, CD (DONA).

Registration required.

Five Class Series, \$75

Next Series Beginning Feb. 13th



News from the Board of Directors

Appropriately for the season, BABS is experiencing all kinds of New-ness – new (and wonderful) space, new board members, new retail offerings, and even new services. If it's been a while since you've visited us, I highly recommend that you stop by for a peak, even if your family is beyond the child-bearing phase, you may be surprised at what we have to offer, even if it's just a warm cup of tea.

The details on BABS new products and services offerings can be found elsewhere in this newsletter (see pages two and three for our new schedule and items at the BABS Boutique) but in this space I'd like to specifically welcome our five (!) new board members. First of all, thank you to everyone who responded to my last newsletter plea for new members – as you can guess, we had a great response. BABS recently welcomed Elizabeth Hess, Cynthia Dye, and Kevin Marzahl to our board, and in the early months of 2010, Kelly Leach and Angela Casteñeda will be joining us. This will bring our total to an unprecedented nine members, all of whom we'll need in the upcoming months and years of planning and fundraising to continue to build BABS into the organization we are growing to be!

Speaking of which, many of you stopped by our recent Holiday Party and Shop for BABS event, which was another success, due primarily to board member Madalyn Moorman and the generous direct-sales vendors who participated in the sale. We were able to raise over \$600 at the event. Thank you!

Now is the time to mark your calendars for the three exciting events you've seen advertised in this newsletter: January 23 is our Grand Re-Opening Event, February 7 is Bloomington's first Baby Fair, and April 1 is our 2nd Annual Fundraiser Gala & Auction – A MadHatter Tea Party. The entire BABS staff and board are already hard at work planning these events. Watch the website and the BABS Facebook page for more information!

Finally, I would like to personally thank everyone who responded to the 2009 fundraising letter. As always, BABS greatly appreciates your kindness and generosity. We realize that the holidays (especially these days) are a particularly hard time to part with any extra funds you may have - all the more reason your donations have been so meaningful.

If you've intended to send us a donation but have not had the means or the time, please consider a January or February donation. It is difficult to emphasize just how important your donations of time and money are to BABS – we would not be here without you. This is especially true now that BABS has entered a new phase of its existence – along with expanded services, space, and retail, comes increased expenses and staffing needs. To keep our doors open, the “new” BABS will be fundraising and seeking donations at an entirely new level, and if you like what you see and experience, we hope that you will accompany us on this new journey with both your love and support.

Thank you and Happy New Year!

Tara Darcy Hall, BABS Board President

Board of Directors

Tara Darcy-Hall
President
Melissa Ganka-Collins
Vice President
Amos Cohen, *Treasurer*
Cynthia Dye
Member-at-large
Kevin Marzahl
Member-at-large
Madalyn Moorman
Member-at-large
Elizabeth Hess
Member-at-large
Georg'ann Cattelona
Member Ex officio

BABS Staff

Georg'ann Cattelona,
Executive Director
Joy Jones,
Assistant to the Director
Boutique Manager
Allison Distler,
Program Coordinator
Hannah Cartwright
Office Manager

Breastfeeding Education

Ann Marie Burkhardt

Childbirth Education Staff

Georg'ann Cattelona
Molly Mendota
Amy Beck
Julie Searcy
Stacey Decker

Yoga & Exercise Instructors

Georg'ann Cattelona
Allison Distler
Jamie Jackson
Erica Rubis



Save the Date: Annual Gala: 'A MadHatter Tea Party' - April 1

The Bloomington Area Birth Services Second Annual Gala will be April 1, 2010. This year's theme will be a 'MadHatter Tea Party.'

The Gala is BABS largest fundraising event and is an important means of supporting BABS programming and service initiatives each year. The Gala will include a meal and a silent

auction. We hope that you will Save the Date and look forward to seeing you there. Ask anyone who was there last year, it's a great party!

If you are interested in assisting with the event, the BABS Board is looking for volunteers to serve on the Gala Planning Committee to help prepare for the event. Please contact

Beth Hess, at eawhess@gmail.com if you are interested.

As well if you or someone you know would be interested in donating an auction item or making a donation to BABS, please contact the Beth Hess or Tara Darcy-Hall.

Put the BABS Gala on your calendar today!



BABS Fundraising Report—Fall 2009

A Special Thanks to those who made contributions during the fall:

Georg'ann Cattelona
Jennifer Inman
Melissa & Preston Larimer
Jane Walter

A Special Thanks to those who discounted or donated services during our 2010 move:

Accents on Interior
Barefoot Tile
Delphi Signs
Euro Deli
Indiana Limestone
Nelson's Furniture Restoration
Ross Pulley—All About Wood Flooring & Project Management
Zahm Properties

A Special Thanks to those businesses who participated in the 2009 Holiday Shop for BABS Event:

Arthur Luhur Photography
B's Purses
Discovery Toys

Dove Chocolate Discoveries
I See Me! Books
Osmon Chiropractic Center
Pigtails & Ponytails
Scentsy
Shaklee
Silpada
Sublime Designs, Inc

A Special Thanks to all of the contributors who donated in response to our 2009 Fundraising Letter:

Tavy Aherne
Gene Arnholt & Sophia Hauserman
Hiroko Albrecht
Beth Buggenhagen
Brea & Matt Carlson
Sarah Couch
Tara Darcy-Hall
Julie & Glenn Gass
Sophie Goodman & Matt Christ
Anne Graham & Steven Egyhazi
Eric & Emma Ford
Elizabeth Hess
Jennifer Hottell & Mike Voyles
Shari Hughes & Paul Rodes
Marisa Jones

Nicole Jones
Sarah Knott & Konstantin Dierks
Shauna Lewallen
Angela Lexmond & Bob Gonyea
Julie Lohrmann, PhD
Ann Marie Neeley Burkhart
Cheryl Massey
Anne McLaughlin
Elizabeth Middleton
Kathleen Myers
Martha & David Nord
Helene & Brandon O'Leary
Jennifer & Rick Phillips
Elizabeth Rosdeitcher & Alain Barker
Erica Rubis
Shimon Sarraf
Susie & Chris Shelton
Beate Sissenich
William Sewell
Megan Somers Glenn
Karen Thursby
Estela Vieira
Michelle Walsh
Lera Woodring



BABS Wants to Thank....

We cannot thank enough all of you who packed, painted, moved, stayed longer than you intended, and encouraged us throughout the moving process! Thank you also to all of you who donated furniture and various items to equip our new location!

Hiroko Albrecht	Marni Karaffa
Berenice	Andrea Martinie-Eiler
Amy Beck	Kevin Marzahl
Kathryn Beck	Rose Modry-Caron
Nicole Beck	& Holly and Jenny
Esther Briggs	Madalyn & Scott Moorman
Tiffany Carmichael	Jen Naylor
Amos Cohen	David Pace
Juliana & Jeremy Crespo	Phaedra Pezzullo & Ted
Stacey Decker	Striphas
Cyndi & David Dye	Ross Pulley
Tara Darcy-Hall	Morgan & Sean Riggs
Melissa Ganka-Collins	Julie Searcy
Kathryn Goodman	Mandy Scott
Jamie Jackson	Cuau & Ricardo Vital
Sofia Jawed-Wessel	

And all of those who keep us going day-to-day...

- ♥ The BABS Board for envisioning the future of BABS and taking us there! Thank you for your leadership and commitment to this organization.

- ♥ Cyndi & David Dye for all of your wonderful planned and emergency tech support. Thank you for letting us have you on speed dial. Your awesomeness cannot be stated enough.
- ♥ Molly Mendota—for your guidance, collaboration, consultation, and help always.
- ♥ Our Fall 2009 IU Service Learners—the undergraduates Christin Sparks, Mandy Scott, Sarah Knitzel, and Brandy Feit for all their office help, work on the 2010 Baby Fair, and hours this past fall—and the graduates Veronica Rog, Claire Lim, Rachael Candee, and Christine Fouts for their efforts and work at envisioning how BABS can work towards a Birth Center.
- ♥ To Kate & Kathryn—your steadfast volunteering helps more than you can possibly know! Thank you for your help and enthusiasm for what we do!
- ♥ To the doctors, midwives, nurses, birth assistants, and doulas who have helped our clients have empowering births.
- ♥ To Ann Marie Neeley-Burkhart, IBCLC for being generally fantastic at helping moms and babies breastfeed! We are so grateful for your generosity and time!
- ♥ To the mamas and papas who come and chat and play with little ones every Wednesday and Thursday. Thank you for your smiles, for sharing your stories, and being encouraging and welcoming to the other women who walk through the door of BABS—sometimes for the very first time, and for just being a part of the BABS community!

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P.O. Box 302
Bloomington, IN 47402
Return Service Requested

Phone: 812-337-8121
E-mail: info@bloomingtonbirth.org



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Save the Date!

BABS Grand Re-Opening Celebration
Saturday January 23, 10:00am-4:00pm

2010 Baby Fair

Sunday, February 7, 1-5pm
@ The Bloomington Convention Center
1-5pm, \$5 Admission for Adults

BABS Gala: 'A MadHatter's Tea Party'
Thursday, April 1—\$30 per person

BABS is NOW located at:
2458 S. Walnut

*In the shopping center just north of the S. Walnut &
Country Club Rd intersection on the Southside.*



Over 25 Community Vendors!

Free Seminars!

Including:

Navigating Your Birth Options
Baby Sign Language
Music with Baby & Toddler
Choosing a Daycare/Preschool
Creating a Healthy Home

Free Breastfeeding Support!

Door Prizes!

Fun for Kids & Adults!

The 2010 Baby Fair

'Everything from Pregnancy through Preschool'

Sunday, February 7, 2010
1-5 pm

Bloomington Convention Center
\$5 Admission for Adults

www.bloomingtonbirth.org/babyfair

Presented By:



Gold Sponsor:



Silver Sponsors::

Dr. John Labban, MD

Dr. Keith Roberts, DDS

Hoosier Eye Doctor

Southern Indiana Pediatrics

IU School of Optometry Pediatric Services