

17th Annual *Perinatal Partnership* Conference

# *Managing the Waves of Change in Perinatal Practice*

Embassy Suites at Kingston Plantation  
Myrtle Beach, South Carolina

*September 26–28, 2010*

*A Perinatal Partnership*

North Carolina  
PERINATAL ASSOCIATION



SCPA  
SOUTH CAROLINA PERINATAL ASSOCIATION

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# Managing the Waves of Change in Perinatal Practice

## Conference Objectives:

At the conclusion of this conference, the participants will be able to:

1. Model effective labor support within the childbirth team and utilize techniques associated with decreased need for medical intervention and lower cesarean section rates.
2. Identify common pitfalls and legal implications of nursing documentation and describe pre-requisites for effective documentation.
3. Discuss the rising incidence of obese pregnant women and the complications obesity imparts to pregnancy management and delivery options.
4. Discuss the emancipation of the pregnant minor and the legal duties and responsibilities of healthcare providers who care for the pregnant minor.
5. Describe the components of developmental care of the infant and the evidence to support each.
6. Describe different bariatric surgical procedures, the potential nutritional deficiencies following bariatric surgery and the impact on pregnancy.
7. Discuss indications, precautions and protocols for the use of oxytocin for augmentation and induction of labor and for breastfeeding.
8. Discuss the microorganisms responsible for catheter associated bloodstream infections as well as routes of infection and mechanisms to reduce their incidence.
9. Describe three regional perinatal research and model programs and their application to current practice.
10. Discuss how changing demographics and maternal health care will impact resource utilization and long term outcomes in the NICU.
11. Define the changes in the NICHD fetal monitoring terminology and incorporate those changes in EFM strip interpretation.
12. Discuss the impact of pregnancy on influenza infection risk and develop a check list for prevention and control of influenza virus infection.
13. Identify evidence-based practices for the establishment of effective breastfeeding in the early postpartum period.
14. Describe the use of methadone in opiate dependent pregnant patients and the effects of maternal methadone use on the newborn.
15. Understand the importance of providing non-judgmental, compassionate care in helping support NICU families' adaptation to the crisis of hospitalization.
16. Identify 3-5 leadership skills useful for facilitating change and recognize the difference between influence and coercion.

## Credit:

### Preconference Workshops

#### 1. "Evidence-Based Nursing Care: Labor Support Skills"

"This workshop is approved for **7 hours** by Carolina's Medical Center - Department of Nursing. Carolinas Medical Center - Department of Nursing is an approved provider of continuing education by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation."

#### 2. "Legal Aspects of Patient Documentation"

"This nursing continuing education activity, approval #0907-025-PR-103, is approved for **3.25 hours**. Mid-Carolina AHEC, is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation."

### 17th Annual Perinatal Partnership Conference:

**Nursing:** "This nursing continuing education activity, approval # 0907-025-PR-104, is approved for **8.5 hours**.

Mid-Carolina AHEC, Inc. is an approved provider of continuing nursing education by The South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission of Accreditation."

**Social Workers:** "This program has been approved by SC AHEC under its accreditation by the SC Board of Social Work Examiners for **7.5 clock hours** of (non-social work) and **1.0 clock hour** of (social work) continuing education."

**Mid-Carolina AHEC, Inc.** "This program is approved for **(8.5 clock hours)** of continuing education by Mid-Carolina AHEC, Inc. and meets the SC AHEC Best Practice Standards. Participants must attend 90% of the program in order to receive a certificate of attendance."

**No partial credit will be given.**

**McLeod Health**  
The Choice for Medical Excellence

# Keynote Speakers

## **Debra Brandon, PhD, RN, CCNS, FAAN**

Debra Brandon is an Associate Professor at Duke University School of Nursing. She joined the faculty of Duke University School of Nursing in October of 1999 and has practiced as a Neonatal Clinical Nurse Specialist for the Duke Hospital Intensive Care Nursery since September of 1994. Her previous studies have led to expertise in infant sleep and to the development of a new instrumented measure of sleep-wake assessment. She is currently studying decision making for infants with complex life threatening conditions. These decisions include whether to initiate treatment, how to alter the treatment to respond to a medical crisis and whether to shift from aggressive curative care to symptom focused palliative care.

## **Paul C. Browne, MD**

Dr. Browne has practiced maternal-fetal medicine in the Southeast for the past 20 years. He has taught obstetrics at Duke University Medical Center, Emory University, Medical College of Georgia and University of South Carolina. Dr. Browne practiced in Atlanta for 23 years before joining the faculty at the University of South Carolina School of Medicine in Columbia in May, 2009. Dr. Browne's interests include technology, electronic medical records and prenatal diagnosis. He maintains a private practice through the University Specialty Clinics in Columbia where he sees prenatal patients and consults on patients with pregnancy complications.

## **Pam Collins, MSN, CMSRN, RN-BC**

Pam Collins has more than 30 years of varied nursing experience, which includes work as a staff/charge nurse for medical surgical and pediatric units, nurse manager for an acute care medical surgical unit, faculty for associate and baccalaureate degree nursing programs and currently Education/Legal Nurse Consultant. She is the owner of Consultation On-Call, LLC, a consulting firm. While Pam works as an independent consultant, she maintains her skills by working as adjunct faculty. She is on staff at a 250 bed acute care facility in Rock Hill, South Carolina and is certified in medical surgical nursing. Pam's passion for education is evident through her energy, presentation style and ability to engage the audience. Pam considers it a privilege to share her expertise and experiences with other healthcare professionals as she speaks nationally on clinical and legal topics for healthcare professionals.

## **Evelyn Fulmore, PharmD**

Dr. Fulmore currently serves as a clinician pharmacist in Pediatrics at McLeod Regional Medical Center in Florence, South Carolina. Her daily responsibilities include serving as supervisor of the Pediatric Satellite Pharmacy, which provides operational and clinical monitoring for the Children's Hospital and Neonatal Intensive Care Unit at McLeod. Dr. Fulmore received her undergraduate degree in biology and chemistry from Bennett College in Greensboro, North Carolina and her PharmD from Mercer University in Atlanta. Her interests include pediatrics, neonatology and women's health.

## **Thomas J. Leclair, JD**

Tom Leclair is a Senior Resource Attorney at the Children's Law Center, School of Law, University of South Carolina. Prior to joining the Children's Law Center in 2006, Mr. Leclair was in private practice with Burnette & Leclair, PA, in Columbia. Mr. Leclair's twelve years of private civilian law practice included substantial family court trial experience, including abuse and neglect proceedings and representing children as their guardian *ad litem*. Since joining the Children's Law Center, Mr. Leclair has coordinated the ChildFirst South Carolina forensic interview training and has made numerous presentations on subjects including prosecution of child abuse, domestic violence, and children's issues in special education. Mr. Leclair is an adjunct instructor at the School of Law where he teaches a course on children and the courts. He graduated from Wofford College in 1971 with a Bachelor of Arts in English and from Duke University School of Law in 1979 with a Juris Doctor.

## **Rebecca, S. Maher, MSW, LCSW**

Rebecca Maher's work has included over 20 years as a clinical social worker in a level III NICU with an interest in how families make meaning of the crisis of a NICU birth, cross cultural issues and end of life care. She was part of the push to develop a neonatal palliative care consultation team at Duke University Medical Center where she has been a member of the Ethics Committee for over 10 years. Ms. Maher has presented to diverse audiences on numerous topics related to caring for families in a NICU setting. She also serves as a member of University of North Carolina-Chapel Hill School of Social Work contract faculty.

## **Frieda Norris, RN, BSN, LCCE, CIMI**

Frieda Norris has been teaching Lamaze childbirth classes since first certified in 1980. She currently trains Lamaze instructors for the Duke AHEC Lamaze program. As she works on her masters in public health leadership at Chapel Hill, she is preparing a culturally appropriate Lamaze curriculum for Kenya and will go there in October 2010 to provide the training. She has served in various maternity, clinical and educational roles including labor and delivery, mother baby, newborn nursery, and high risk obstetrics. In her transition from the NC Region 3 Perinatal Outreach Coordinator position discontinued by the state, Ms. Norris recently followed her heart. In preparation for her current position, she went back to her staff nurse roots in the Neonatal Progressive Care Nursery at the Levine Children's Hospital of Carolinas Medical Center in Charlotte. She currently works at Carolinas Medical Center- Pineville's Maternity Center where she is assisting in transitioning to single room Neonatal Intensive Care and expanding innovative maternity practices.

## **Jean A. Wright, MD, MBA**

Dr. Wright is a Pediatrician and Administrator currently working as Vice President and Chief Medical Officer of two Carolinas Healthcare System facilities: Carolinas Medical Center-Northeast and Carolinas Medical Center-University. Her extensive experiences in directing Quality Improvement for systems in Georgia, as well as North Carolina, are enhanced by her rich education and personal life. With hobbies such as snow skiing and traveling in China, Dr. Wright also juggles the mom duties that go with the care of three children. She is an experienced conference speaker who delights professional audiences with her stories and examples.

# Agenda

## Sunday, September 26, 2010

### Preconference Workshops

The North Carolina and the South Carolina Perinatal Associations are pleased to present an opportunity for participants to attend one of two preconference workshops. To take advantage of these workshops, **pre-register on the 2010 conference registration form**. CEUs and a snack will be provided for both workshops. Lunch is provided for Workshop I only. **Enrollment is limited and will be accepted in the order received.**

#### 1. Preconference Workshop      \$75

8:00 a.m. – 8:30 a.m.      Registration  
8:30 a.m. – 5:30 p.m.      Preconference Workshop

#### **“Evidence-Based Nursing Care: Labor Support Skills”** *Frieda Norris, RN, BSN, LCCE, CIMI*

Lamaze Evidence-Based Nursing Care: Labor Support Skills is a one-day workshop designed for nurse managers, midwives, staff nurses and other healthcare providers who care for women. The goal of the workshop is to provide education, training and support for labor and delivery nurses to increase labor support skills and the use of non-pharmacologic pain management strategies. Hospitals can help achieve the Joint Commission goal of reducing preventable maternal deaths while also making progress toward Joint Commission core measures by training staff in the critical practices for a safe and healthy birth. Potential benefits for the nurse include increased expertise in labor support skills and increased job satisfaction. Additional potential benefits include increased patient satisfaction, improved maternal-child well being and reduced incidence of adverse outcomes including cesarean sections. This workshop is approved for **7 hours**.

#### 2. Preconference Workshop      \$50

12:15 p.m. – 12:45 p.m.      Registration  
12:45 p.m. – 4:00 p.m.      Preconference Workshop

#### **“Legal Aspects of Patient Documentation: How Well Would Your Documentation Hold up in Court?”**

*Pam Collins, MSN, CMSRN, RN-BC*

This workshop will explore common sources of litigation for maternal child health nursing. It will identify common pitfalls in patient documentation and describe the importance of timely, concise, accurate nurses' notes. It will discuss the anatomy of a nurses' note and explore strategies for writing legally defensible notes. This includes how to document high-risk conversations and situations. The pros and cons of common documentation methods such as charting by exception, flow sheets and electronic documentation will be discussed. This workshop is approved for **3.25 hours**.

4:00 p.m. – 5:30 p.m.      Early Registration  
6:00 p.m. – 7:30 p.m.      Opening Reception  
Exhibit Hall

## Monday, September 27, 2010

7:30 a.m. – 8:15 a.m.  
• Registration    • Coffee and Tea    • Exhibit Hall

8:15 a.m. – 8:30 a.m.  
Welcome and Introductions

8:30 a.m. – 9:45 a.m.  
**“Obesity and Pregnancy”**  
• *Paul C. Browne, MD*

9:45 a.m. – 10:15 a.m.  
Break/Exhibit Hall

10:15 a.m. – 11:15 a.m.  
**“Legal Issues Impacting the Pregnant Minor”**  
• *Thomas J. Leclair, JD*

11:15 a.m. – 12:15 p.m.  
**“Neonatal Developmental Care: The Evidence”**  
• *Debra H. Brandon, PhD, RN, CCNS, FAAN*

12:15 p.m. – 1:30 p.m.  
**North Carolina Perinatal Association  
South Carolina Perinatal Association  
Business Luncheon (at no additional cost)**  
**Learn more about NCPA/SCPA  
Meet officers  
State awards  
Members and non-members welcome**

1:45 p.m. – 2:45 p.m.  
**Concurrent Sessions – Group A (Select One)**

1. **“Nutritional Implications of Bariatric Surgery and Relationship to Pregnancy”**  
• *Gail Cresci, PhD, RD, LD, CNSD*
2. **“Perils of Pitocin”**  
• *Paul C. Browne, MD*
3. **“Bloodstream Infections in Neonates”**  
• *Andrew Herman, MD*
4. **“Regional Perinatal Research and Model Programs: Application to Current Practice”**  
• *(Award Winning Abstracts)*

2:45 p.m. – 3:15 p.m.  
Break / Exhibit Hall

3:15 p.m. – 4:15 p.m.  
**Concurrent Sessions – Group B (Select One)**

5. **“Changing Demographics in the Neonatal Intensive Care Unit: Effects on Resources in the Next 10 Years”**  
• *M. Whit Walker, MS, MD, FAAP*
6. **“NICHD Terminology Update and Application in Clinical Practice”**  
• *Lynn G. Wellman, MS, APRN*
7. **“Influenza: Is Pregnancy an Infection Risk?”**  
• *Vicky R. Zelenka, RN, CIC, LNC*
8. **“Breastfeeding: What Would Patient Satisfaction Look Like from a Baby’s Perspective?”**  
• *Phyllis Kombol, RNC, MSN, IBCLC, RLC*

## Tuesday, September 28, 2010

8:00 a.m. – 8:30 a.m.

Registration  
Coffee & Tea

8:30 a.m. – 9:30 a.m.

**“Methadone Use in Pregnancy and It’s Effects on Baby”**

• *Evelyn Fulmore, PharmD*

9:30 a.m. – 10:00 a.m.

Break and Hotel Checkout

10:00 a.m. – 11:00 a.m.

**“Families in Distress”**

• *Rebecca S. Maher, MSW, LCSW*

11:00 p.m. – 12:00 noon

**“Using Influence to Lead Change”**

• *Jean A. Wright, MD, MBA*

12:00 noon – 12:15 p.m.

Closing Remarks  
Evaluations and Certificates

12:15 p.m.

Adjourn

## *Planning Committee*

Pam Bartley, RN, BS, CEN, CCRN

Jeannie G. Beshere, RNC, BSN

Betsy W. Bryant, RNC, BSN, IBCLC, CD (DONA)

Judith T. Burgis, MD

Elizabeth Burkett, RNC, MSN

Joanne Carl, BSN, MSPH

Mildred Carraway, RN, BSN

Sherika HiSmith-George, MPH, BSN, CPHPP

Joyce Harriger

Meg Jewell, BA, MA

Mona Brown Ketner, RN, MSN

Breana N. Lipscomb, MPH

Marylouise Martin, RNC, MSN

Mary Mathes, RNC, MSN

Amy Nienhuis, LISW-CP, MSW

Frieda Norris, RN, BSN

Lyn Phillips, LMSW

Martha Schaub-Bordeaux, MSN, PNP

Tara Owens Schuler, MEd, LCCE, FACCE

William Schumpert

Kathy Swanson, MPH

Sheila T. Walters, RNC, MSN, CNS

## *Faculty*

### **Debra H. Brandon, PhD, RN, CCNS, FAAN**

Associate Professor  
Duke University School of Nursing  
Durham, North Carolina

### **Paul C. Browne, MD**

Associate Professor  
Department of Obstetrics and Gynecology  
Division of Maternal-Fetal Medicine  
University of South Carolina School  
of Medicine  
Columbia, South Carolina

### **Pam Collins, MSN, CMSRN, RN-BC**

Education/Medical Legal Consultant  
Consultation on Call, LLC  
Rock Hill, South Carolina

### **Gail Cresci, PhD, RD, LD, CNSD**

Associate Professor of Surgery  
Director Surgical Nutrition Services  
Department of Surgery  
Medical College of Georgia  
Augusta, Georgia

### **Evelyn Fulmore, PharmD**

Supervisor, Pediatric Pharmacy Services  
McLeod Regional Medical Center  
Florence, South Carolina

### **Andrew Herman, MD**

Clinical Assistant Professor of Pediatrics  
Division of Neonatology  
Levine Children’s Hospital  
Carolinas Medical Center  
Charlotte, North Carolina

### **Phyllis Kombol, RNC, MSN, IBCLC, RLC**

Lactation Service  
Carolinas Medical Center, NorthEast  
Concord, North Carolina

### **Thomas J. Leclair, JD**

Senior Resource Attorney  
Children’s Law Center  
School of Law  
University of South Carolina  
Columbia, South Carolina

### **Rebecca S. Maher, MSW, LCSW**

Assistant Director for Pediatric  
Social Work  
Department of Clinical Social Work  
Duke University Medical Center  
Durham, North Carolina

### **Frieda Norris, RN, BSN, LCCE, CIMI**

Maternal Neonatal Practice  
Clinician  
The Maternity Center at Carolinas  
Medical Center-Pineville  
Charlotte, North Carolina

### **M. Whitson Walker, MS, MD, FAAP**

Co-Medical Director  
Division of Neonatology  
Greenville Hospital System  
Greenville, South Carolina

### **Lynn G. Wellman, MS, APRN**

Perinatal Clinical Nurse Specialist  
Women’s and Neonatology Services  
Palmetto Health Richland  
Columbia, South Carolina

### **Jean A. Wright, MD, MBA**

Vice President  
Chief Medical Officer  
Carolinas Medical Center-Northeast  
Concord, North Carolina

### **Vicky R. Zelenka, RN, CIC, LNC**

Infection Prevention and Control  
Consultant  
Legal Nurse Consultant  
Florence, South Carolina

# Registration Form

## 17th Annual Perinatal Partnership Conference

September 26-28, 2010

*\*Must be completed in entirety or form will be returned.*

\*Indicate how you would like your name to appear on name tag. \_\_\_\_\_

Name \_\_\_\_\_

Organization \_\_\_\_\_

Discipline (i.e.: physician, social worker, etc.) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Day ( ) \_\_\_\_\_ Evening ( ) \_\_\_\_\_ fax ( ) \_\_\_\_\_

email \_\_\_\_\_

Please print clearly. Will be used for confirmation.

### REGISTRATION / MEMBERSHIP FEES

#### Pre-conference Workshop (Select One)

- "Evidence-Based Nursing Care: Labor Support Skills" – \$75  
 "Legal Aspects of Patient Documentation" – \$50

Pre-conference Fee: \$ \_\_\_\_\_

#### Join your state Perinatal Association today and register at member rates!

NCPA Membership  New  Renew Fee: \$35

SCPA Membership  New  Renew Fee: \$35

Membership Fee: \$ \_\_\_\_\_

	Postmarked On or Before September 1	Postmarked After September 1
NCPA, SCPA Member	\$175.00	\$190.00
Nonmember	\$210.00	\$230.00

Registration Fee: \$ \_\_\_\_\_

**Make check payable to: NC/SC Perinatal Conference**

SCPA Tax ID #57-0656784

**TOTAL FEE:** \$ \_\_\_\_\_

Concurrent Sessions (Select **one** from each group).

#### Concurrent Sessions A (Check one from numbers 1-4)

1. "Nutritional Implications of Bariatric Surgery and Relationship to Pregnancy"  1  2  3  4  
2. "Perils of Pitocin"  
3. "Bloodstream Infections in Neonates"  
4. "Regional Perinatal Research and Model Programs: Application to Current Practice"

#### Concurrent Sessions B (Check one from numbers 5-8)

5. "Changing Demographics in the Neonatal Intensive Care Unit"  5  6  7  8  
6. "NICHD Terminology Update and Application in Clinical Practice"  
7. "Influenza: Is Pregnancy an Infection Risk?"  
8. "Breastfeeding: What Would Patient Satisfaction Look Like from a Baby's Perspective?"

*I will attend the following meetings: (at no additional cost)*

- 9/27/10 North Carolina Perinatal Association Membership Meeting (lunch provided)  Reception - 9/26/10  
 9/27/10 South Carolina Perinatal Association Membership Meeting (lunch provided)  
 Please indicate if you prefer a vegetarian lunch.

#### COMPLETE AND MAIL TO:

Pam Harper, Registrar  
Mid-Carolina AHEC, Inc.  
P. O. Box 2049  
Lancaster, S.C. 29721

Telephone: (803) 286-4121  
Fax: (803) 286-4165

**Check, cash or credit card payment must accompany registration.**

For an additional \$5.00, you may pay by credit card by using *PayPal* online services only at [www.midcarolinaahec.org](http://www.midcarolinaahec.org).

We will **not** accept any registrations by phone.

We will **not** accept faxed registrations **unless** accompanied by a purchase order (PO).

**Deadline for registration is September 13, 2010.** Cancellations received prior to September 13, 2010 will be honored less a \$25 administrative fee. Substitutions are permitted.

## HOTEL INFORMATION

The 17<sup>th</sup> Annual Perinatal Partnership Conference will be held at the Embassy Suites Hotel at Kingston Plantation in Myrtle Beach, South Carolina. With 145 beautifully landscaped acres at the oceanfront, a choice of accommodations and a variety of resort amenities, the Kingston Plantation offers something for everyone. In addition to villa and condominium accommodations, the Embassy Suites Hotel boasts 255 two-room suites, all with sweeping Atlantic Ocean views.

### LOCATION

Embassy Suites Hotel at Kingston Plantation  
9800 Queensway Blvd.  
Myrtle Beach, South Carolina

### ROOM RATES

#### ***Embassy Suites Hotel***

Oceanview Suites \$159 (*includes \$7/day resort fee*)

An additional \$20/person will be added to the above suite rates per adult, per suite above double occupancy. Our hotel rates include a complimentary buffet hotel breakfast and a managers reception (5:30-7:30 pm daily) per person, per day, based on single/double occupancy.

#### ***Kingston Plantation***

One Bedroom Plantation Villa \$139  
Two Bedroom Plantation Villa \$159  
Three Bedroom Plantation Villa \$199

Villa and condominium accommodations do not include the complimentary services.

All rooms will be charged a room tax, currently 10%.

Rooms are available at the conference rate from September 25-27, 2010.

All requests for the above group rate must be received by August 15, 2010, after which space and rate cannot be guaranteed.

Please state that you are attending the North Carolina/South Carolina Perinatal Association Conference and/or group code "NPA" to receive the group rate.

**CHECK IN TIME** 4:00 p.m.

**CHECK OUT TIME** 11:00 a.m.

### RESERVATIONS

On line: [www.kingstonplantation.com](http://www.kingstonplantation.com)

Click on Reservations tab

Go to Special Accounts page -

Use Group/Convention code: NPA

Call: 1-843-449-0006 or 1-800-876-0010

Reservation deadline date: August 27, 2010

Accommodations must be confirmed with a credit card number or a one night deposit. This must be received within 10 days after making the reservation to be confirmed. **Your deposit will be forfeited if reservations are not cancelled 7 days prior to arrival.** All reservations are requested room types. Actual room types and bed configurations will not be guaranteed. If accommodation requested is unavailable, the next available accommodation will be assigned. No charge for children under 18 occupying a unit with an adult of 21 years or older.

### Directions from Myrtle Beach Airport

Leaving airport, turn right at first light onto Robert M. Grissom Parkway. Continue approximately 7 miles, then merge onto Hwy 31 North. Follow Hwy 31 North for approximately 5 miles to Hwy 22 East. From Hwy 22, take the Kings Road Exit, turning right at the bottom of the ramp. Follow Kings Road for 1.2 miles and the Kingston Plantation entrance is on the left.

### Directions from Hwy 501 via Hwy 22 East

Follow Hwy 501 past Aynor to Hwy 22 East. Follow Hwy 22 East for 28 miles. Take the Kings Road Exit, turning right at the bottom of the ramp. Follow Kings Road for 1.2 miles and the Kingston Plantation entrance is on the left.

### Directions from I-95 North

Follow I-95 North to Hwy 327, Exit #170. Follow Hwy 327 to Hwy 76/301. Turn left onto Hwy 76/301 which leads to Hwy 501 South. Follow Hwy 501 South past Aynor to Hwy 22 East. Follow Hwy 22 East for 28 miles. Take the Kings Road Exit, turning right at the bottom of the ramp. Follow Kings Road for 1.2 miles and the Kingston Plantation entrance is on the left.

### Directions from I-95 South and Hwy 9

Follow I-95 South to Hwy 9 in Dillon, SC. Take Hwy 9 East to Hwy 31 South toward Myrtle Beach/Georgetown. Follow Hwy 31 South for 7 miles to Hwy 22 East. From Hwy 22, take the Kings Road Exit, turning right at the bottom of the ramp. Follow Kings Road for 1.2 miles and the Kingston Plantation entrance is on the left.

### Directions from I-20

Follow I-20 East toward I-95 in Florence. Take I-95 North to Hwy 327, Exit #170. Follow Hwy 327 to Hwy 76/301. Turn left onto Hwy 76/301 which leads to Hwy 501 South. Follow Hwy 501 South past Aynor to Hwy 22 East. Follow Hwy 22 East for 28 miles. Take the Kings Road Exit, turning right at the bottom of the ramp. Follow Kings Road for 1.2 miles and the Kingston Plantation entrance is on the left.

# *The Myrtle Beach Area Has It All!*

## **One Destination... Endless Possibilities**

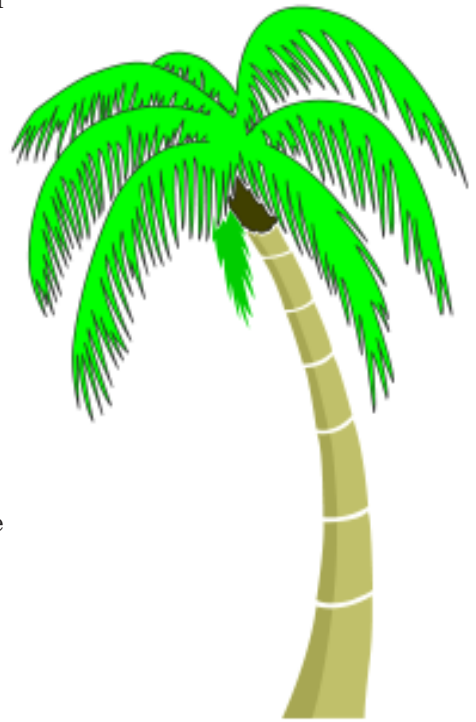
Myrtle Beach is all about Fun in the Sun. Year after year, visitors return to the Myrtle Beach area, also known as the Grand Strand, to not only enjoy 60 miles of beautiful coastline, but to also experience the splendid multitude and diversity of attractions. Days can be spent chock full of shopping, dining, golfing and live entertainment or just relaxing in the warm Carolina sunshine in the sand and water on the beach.

With more than 200 sunny days and a temperate year-round climate, the Myrtle Beach area is a paradise for beach goers, offering endless hours of swimming, surfing, sailing, and other sun and sand favorites. Sports enthusiasts will fall in love with the 108 (and counting) championship golf courses. Fishing opportunities abound, whether on land from one of the seven piers that line the coastline or deep sea fishing through one of the many fishing charters.

After a long hard day on the beach or challenging the links, delight in an almost unlimited amount of dining choices. The Grand Strand conveniently boasts nearly 1,700 eateries serving up all sorts of delectable cuisine, including some of the world's finest seafood.

After dinner, take advantage of the area's nightlife, offering everything from popular nightclubs to quiet walks along moonlit beaches and ocean piers. Make sure to take in a show at one of the 11 live-entertainment theaters boasting big-name performers, country music concerts and Broadway revues.

Comfortable shoes will be needed for a shopping spree through literally hundreds of outlet shops, specialty stores, trendy boutiques and magnificent malls.



***Myrtle Beach! The variety and exciting possibilities are endless!***

For more information contact:

Myrtle Beach Area Chamber of Commerce  
1200 North Oak Street  
Myrtle Beach, South Carolina 29577  
Phone: (800) 356-3016, ext. 199  
Email: info@mbchamber.org



***New this year:***

**Speaker handouts will be available**

**On-line ONLY**

**after September 19, 2010 at:**

***[www.ncperinatalassociation.org](http://www.ncperinatalassociation.org) & [www.scperinatal.org](http://www.scperinatal.org)***

**For more conference information call  
Martha Schaub-Bordeaux at (919) 681-6029 or Judy Burgis at (803) 779-4928 ext. 208.**