Welcome

On behalf of the Illinois Department of Public Health’s Office of Women’s Health (OWH), the Illinois Public Health Association and the 2007 Conference Committee, I would like to extend an invitation to you to consider being a sponsor, exhibiting and/or registering to attend one of the most prestigious conferences about women’s health held in Illinois.

Reaching Illinois women is at the core of every activity conducted by the OWH, which has been making a difference in the lives of Illinois women since 1997. During the decade since the office was formed, it has become a model for other states and is now one of the largest state offices of its kind in the country. The OWH serves the women and girls of Illinois in several capacities by offering numerous grant and educational programs:

**Illinois Breast and Cervical Cancer Program** – A statewide program which offers free breast and cervical cancer screenings for women between the ages of 35 and 64 who have low incomes and no health insurance. Women diagnosed with breast or cervical cancer while enrolled in the program can receive treatment benefits through the Illinois Department of Healthcare and Family Services.

**WISEWOMAN Program** – This research program, currently being piloted in designated areas of the state, is designed to help women in the Illinois Breast and Cervical Cancer program to reduce their risk for heart disease and to promote a heart-healthy lifestyle.

**Women’s Health Initiative Grant Programs** – The OWH funds a variety of education programs offered through local health departments, not-for-profit community agencies and schools. The programs include multi-week curricula and/or health promotion activities that address cardiovascular disease, osteoporosis, menopause and other health-related issues. The goal is to help women and young girls to change behaviors that can lead to healthier lifestyles.

**Penny Severns Breast, Cervical and Ovarian Cancer Research Fund** – These grants fund institutional research projects related to investigating causes, prevention and treatment for breast, cervical and/or ovarian cancer.

**Carolyn Adams Ticket for the Cure** – Funding for this grant program is provided through the Illinois State Lottery scratch-off ticket which funds community grant programs as well as breast cancer research grants.

Many of our attendees are recipients of the above programs and are eager to learn about new products, medical technology and devices, pharmaceuticals, nutrition, and the latest therapies and industry advancements that may help them enhance their programs or educate their clients. We cordially invite you to join these dynamic, influential health professionals as an exhibitor or a sponsor on November 14-15, 2007, at the Illinois Women’s Health Conference to be held at the Doubletree Chicago Oak Brook Hotel.

We look forward to seeing you in November. Come celebrate our 10 year anniversary with us while you network with the health care professionals attending the conference.

Brenda Blasko
Committee Chair

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**2007 Program Committee**

Pamela Balmer, M.P.A.
Illinois Department of Public Health, Office of Women’s Health, Springfield

Brenda Blasko
Illinois Department of Public Health, Office of Women’s Health, Springfield

Christine Carver, R.N., M.S.N.
Illinois Department of Public Health, Office of Women’s Health, Springfield

Patricia Donald, B.S.N., M.S.
Lake County Health Department, Waukegan

Beverly English, R.N., C.N.A., M.S.
Illinois Department of Human Services, Springfield

Sarah Gehlert, Ph.D.
University of Chicago, Chicago

Sharon Green, M.H.A.
Institute for Women’s Health Research Northwestern University, Chicago

Michelle Hoersch, M.S.
U.S. Department of Health and Human Services, Office on Women’s Health, Chicago

Peggy Jones
American Heart Association, Bloomington

Marbella Marsh
Illinois Department of Public Health, Springfield

Linda Marico
Susan G. Komen for the Cure, Peoria

Chandana Nandi, M.S., R.D., L.D.N.
Illinois Department of Public Health, Springfield

Nomathemba Pressley
American Cancer Society, Chicago

Krissy Roseberry
Illinois Public Health Association, Springfield

Karen Schildt, C.N.M.
Illinois Society for Advanced Practice Nursing, Danville

Susan Swart, M.S., R.N.
Illinois Nurses Association, Chicago

Gwendolyn West
Cancer Information Service, Chicago

Kris Zimmerman, M.P.H.
University of Illinois at Chicago, Chicago

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Brenda Blasko
Committee Chair

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**Location**

Doubletree Hotel Chicago Oak Brook • 1909 Spring Road • Oak Brook, Illinois 60523

A special hotel room rate of $89 is available for conference attendees, exhibitors and sponsors. The conference room block cut-off date is October 19, 2007. Mention that you are with the Illinois Women’s Health Conference - Illinois Department of Public Health when making your reservation. Phone: 800-222-TREE Web: www.doubletree.com
2007 Women's Health Conference
Women's Health - Making a Difference in Illinois

Day One – Wednesday, November 14, 2007

8 a.m. – 3 p.m. Registration
9 a.m. – 3:45 p.m. Exhibit Hall Open – Refreshments Available
8:45 a.m. – 10 a.m. Women’s Health Initiative Grantee Meeting
Illinois Breast and Cervical Cancer Provider Meeting
WISEWOMAN Meeting
10 a.m. – 10:30 a.m. Health Information Break – Exhibit Hall
10:30 a.m. – 11:30 a.m. Concurrent Workshops – Session A
Workshop 1 Being Fat is Not All Your Fault – The Link Between Inactivity, Obesity and Metabolic Syndrome
Diane Walls, M.D.
Midwest Heart Specialists, Downers Grove, Illinois
Workshop 2 The Integrative Medicine Approach to Healthcare and Healing
Linda Murphy, M.A., R.R.T., R.Y.T., Director of Prevention and Mind Body Services
St. John’s Hospital, Springfield, Illinois
Workshop 3 Smoking and Women’s Health – The Big Picture
Mary Maryland, N.P.
University of Illinois at Chicago Medical Center, Chicago, Illinois
11:30 a.m. – 12:30 p.m. Office of Women’s Health 10th Anniversary Luncheon and Director’s Welcome

1 p.m. – 2 p.m. General Session I
Healthcare Disparities in Special Populations – What We Need to Know and How Public Health Professionals Can Help
Eric E. Whitaker, M.D., M.P.H.
Director, Illinois Department of Public Health
As director of the Illinois Department of Public Health, Dr. Eric E. Whitaker oversees an agency comprised of more than 1,100 employees who are responsible for protecting the state’s 12.4 million residents, as well as countless visitors, through the prevention and control of disease and injury. Dr. Whitaker is also an assistant professor at Rush Medical College’s Department of Medicine and Preventive Medicine.

2:15 p.m. – 3:15 p.m. Concurrent Workshops – Session B
Workshop 4 Women’s Health After 50 – Bones, Hormones, Skin and More
Kartta Nacion, Ph.D., R.N.C., C.N.M.
University of Illinois at Chicago College of Nursing, Chicago, Illinois (invited)
Workshop 5 Cervical Cancer – Update 2007
Yvonne Collins, M.D.
University of Illinois at Chicago, Chicago, Illinois
Workshop 6 Evidence-based Public Health – Community-based Prevention
Ross Brownson, Ph.D., Professor, Department of Community Health, St. Louis University, St. Louis, Missouri
3:15 p.m. – 4:15 p.m. General Session II
Reversing Life Threatening Diseases
Neal Barnard, M.D.
President, Physicians Committee for Responsible Medicine, Washington, D.C.
Clinical researcher and author Dr. Neal Barnard is one of America’s leading advocates for health, nutrition, and higher standards in research. As the principal investigator of several human clinical research trials, whose results are published in peer-reviewed medical and scientific journals, Dr. Barnard has examined key issues in health and nutrition. He is the author of “Reversing Diabetes.”

3:45 p.m. – 4:45 p.m. Health Information Break – Exhibit Room

2 p.m. – 3 p.m. Closing Session
Living With Esteem: Becoming a Peak Performer
Marcia Shinoft, M.B.A.
The Esteem Group, San Rafael, California
Marcia Shinoft is the woman’s face of the biggest self-help book phenomenon in history, “Chicken Soup for the Soul.” Her six best-selling titles in the series have met with stunning success, selling more than 13 million copies worldwide in 33 languages. They have been on the New York Times bestseller list for a total of 108 weeks (No. 1 for 12 weeks) and also have topped the USA Today and Publishers Weekly lists. Marcia Shinoft is one of the best-selling female nonfiction authors of all time. Her upcoming book, “Happy for No Reason,” is being published by Simon and Schuster in December 2007. Marcia is also a featured teacher in the best selling book and hit film phenomenon, “The Secret.”

Day Two – Thursday, November 15, 2007

7:45 a.m. – 9 a.m. Registration
7:45 a.m. – 8:45 a.m. Continental Breakfast
8:45 a.m. – 10 a.m. Information Roundtables – Poster Session
10 a.m. – 10:30 a.m. Health Break and Checkout
10:30 a.m. – 11:30 a.m. Concurrent Workshops Session C
Workshop 7 Estrogen – How It Affects the Brain
Catherine Wological, Ph.D.
Associate Director, Neurobiology and Physiology
Northwestern University, Chicago, Illinois
Workshop 8 Oral Health – The Affect on Overall Health
Mia Tsagalis, R.D.H., M.P.H.
DuPage County Health Department, Wheaton, Illinois
Workshop 9 Contraception Update
Jeffrey Maurus, M.D., M.P.H.
Director of Family Planning
Illinois Department of Human Services, Springfield, Illinois
11:30 a.m. – 12:30 p.m. Lunch
12:30 p.m. – 1:30p.m. Concurrent Workshop Session D
Workshop 10 The Tired Woman – The Causes and Effects
Phyllis Zoz, M.D.
Associate Director, Center for Sleep and Circadian Biology
Northwestern University, Chicago, Illinois
Workshop 11 Cardiovascular Disease – The Effects and Treatments for Women
Lynne T. Braun, Ph.D., R.N., F.A.H.A.
Associate Professor
Rush University College of Nursing, Chicago, Illinois
Workshop 12 Mindful Eating – Breaking Free from Compulsive Eating
Jim Strauss, M.A., L.G.P.C.
Collaborative Solutions, Bloomington, Illinois
1:30 p.m. – 2 p.m. Break

2 p.m. – 3 p.m. Major sponsors of this year’s event include the Illinois Department of Public Health, Illinois Breast and Cervical Cancer Program, Illinois Public Health Association, Institute for Women’s Health Research at Northwestern University, and the U.S. Department of Health and Human Services’ Office on Women’s Health – Region V.
Conference attendees will have ample opportunity to visit the exhibit hall throughout the day on Wednesday, November 14. In addition, an extended afternoon break has been included in the schedule to give exhibitors maximum exposure to conference attendees. Exhibit space is limited, so register early. Space will be assigned on a first-come, first-served basis.

**Exhibitor Information**

**Exhibit Benefits**
- Ability to network with health professionals throughout the Midwest
- Recognition in conference program
- One complimentary conference registration included in exhibitor fee
- Two additional registrations available for exhibiting organization at a reduced rate of $125 each
- Conference signage
- Final attendee roster, including attendee names, specialties and contact information
- Recognition in OWH Women’s Health Newsletters, Web site and news releases

**Exhibit Fee – For-profit Organizations**
One, 6-foot skirted table with two chairs ........................................... $350
Note: $50 discount if contract and payment is received by September 15, 2007

**Exhibit Fee – Not-for-profit Organizations**
One, 6-foot skirted table with two chairs ........................................... $250
Note: $50 discount if contract and payment is received by September 15, 2007

**Table Assignment**
Space is assigned based on receipt of contract and payment. All contracts received with payment will be confirmed with table number on a space available basis. The Office of Women’s Health reserves the right to make assignments or reassignments as necessary.

**Registration**
Exhibitors will be required to register and wear name badges.

**Exhibit Schedule**
Exhibit Set-Up Wed, Nov. 14 7:30 a.m. – 8:30 a.m.
Exhibit Hall Open Wed, Nov. 14 8:30 a.m. – 4 p.m.
Continental Breakfast in Exhibit Hall Wed, Nov. 14 8:30 a.m.
Dismantling Wed, Nov. 14 4 p.m.

**Exhibit Shipping, Electricity and Other Items**
Any additional equipment will be contracted and paid for directly through the Chicago Doubletree Hotel – Oak Brook. Contact information and forms will be provided with your conference exhibitor kit, which will be mailed to you on September 30, 2007. Shipping and storage information also will be outlined in the exhibitor kit. If electricity is required for your exhibit, please check the appropriate box on the contract and include the extra charge with your payment.

**Advertising Information**
Promote your participation at this year’s event with advertising in the conference program. Advertising in the program is highly targeted and cost-effective.
Each attendee will receive a copy of the conference program containing the schedule of events, speaker information, event details and exhibitor/sponsor participation. Don’t miss this important marketing opportunity!
- Ad sizes, rates and specs
  - Business Card (3½ x 2½) ........................................... $175
  - Quarter Page (3¼ x 4½) ........................................... $250
  - Half Page Horizontal (7½ x 4½) ................................ $300
  - Full Page (7 x 9½) .................................................. $500
  - Inside Back Cover (7 x 9½) ....................................... $750

**Deadline for materials is September 30, 2007.**
- Only black and white (grayscale) advertising copy will be accepted.
- Ad material must be submitted in camera ready format.
- Electronic materials will be accepted in the following formats only: PDF, JPG or TIF. Artwork must conform to the specified sizes. Please do not furnish negatives.
- E-mail electronic materials to brenda.blasko@illinois.gov. Please call 217-524-1844, if you have questions.

**Sponsorship Information**
Additional opportunities are available to showcase your service or organization through sponsorships. Sponsorships are awarded on a first-come, first-past basis. Contact Brenda Blasko at 217-524-1844, if you would like to sponsor an event or item not listed below.

**Sponsorship Benefits**
- One free exhibit table
- Complimentary conference registration (based on sponsorship amount: Gold–4, Silver–3 and Bronze–2)
- Conference signage
- Recognition in the conference program
- Pre- and post-conference recognition
- One set of pre-registered attendee mailing labels upon request
- Recognition in OWH newsletters, Web site and news releases

**Sponsorship Opportunities**
- Business Card (3½ x 2½) ........................................... $175
- Quarter Page (3¼ x 4½) ........................................... $250
- Half Page Horizontal (7½ x 4½) ................................ $300
- Full Page (7 x 9½) .................................................. $500
- Inside Back Cover (7 x 9½) ....................................... $750

**Additional Sponsorships**
- Continental Breakfast ............................................ $1,500
- Lunch ...................................................................... $3,500
- Keynote and General Session ................................ $3,000
- Refreshments Break ............................................... $1,500

**Conference Advertisement Opportunities**
- Full Page (7 w X 9½ h) .................................................. $500
- Half Page Horizontal (7½ w X 4 h) ................................ $300
- Quarter Page (3½ w X 4 h) ........................................... $250
- Inside Back Cover (7 w X 9½ h) ....................................... $750

**Program Advertising Opportunities**
- Full Page (7 w X 9½ h) .................................................. $500
- Inside Back Cover (7 w X 9½ h) ....................................... $750

**Payment Information**
- Exhibit Fee (For-profit organization) $  
- Exhibit Fee (Not-for-profit organization) $  
- Electrical Hook-up ($75) $  
- Sponsorship $  
- Program Advertising $  
- Enclosed is a check for $  

Exhibitors must complete a conference registration form for each person attending the exhibit booth and/or the conference. Online registration and payment is available by visiting the Illinois Public Health Association (IPHA) Web site (www.ipha.com). Conference exhibitors and sponsors who register online may choose to make their payment with Visa or Mastercard. For additional information, call IPHA at 217-522-5687, or visit the Web site.

**IPHA Tax ID # 36-610879**
Questions? Please call: Krissy Roseberry at 217-522-5687 (IPHA), or Brenda Blasko at 217-524-1844 (OWH)

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**Advertising Information**
Company Name (As it should be presented in all materials)
Contact Person (Every exhibitor must identify a main contact. The main contact will receive all information about the conference.)
Signature of Contact Person

**Check appropriate boxes below:**

- [ ] Exhibit Space – For-profit  One, 6-foot skirted table with chairs ........................................... $350
  - [ ] Note: Early bird discount of $50 if contract and payment is received by September 30, 2007.
- [ ] Exhibit Space – Not-for-profit One, 6-foot skirted table with chairs ........................................... $250
  - [ ] Note: Early bird discount of $50 if contract and payment, or proof of payment, is received by September 30, 2007.

**Sponsorships**
- Gold .......................................................... $5,000 and up
- Silver .............................................................. $3,000 – 4,999
- Bronze ........................................................ $1,000 – 2,999

**Additional Sponsorships**
- Continental Breakfast ............................................ $1,500
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- Refreshments Break ............................................... $1,500

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**Contract for Exhibit Space, Sponsorship and Advertising**

2007 Women’s Health Conference – Making a Difference in Illinois

Please print all information clearly. The Illinois Public Health Association (IPHA) and the Office of Women’s Health (OWH) are not responsible for errors made due to illegible writing.

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Dublentree Hotel Chicago • Oak Brook reservation line: 800-222-TREE • Online: www.doubletree.com
To receive the conference rate, state your reservation is for the Illinois Women’s Health Conference room block.
Registration Form
2007 Women’s Health Conference – Making a Difference in Illinois

Please note the following instructions for completing your registration form:

1. TYPE or PRINT CLEARLY the following information (as it should appear on your name badge). This form must be completed in its entirety in order for your registration to be processed. One completed registration form is required for each additional person from your organization attending the conference.

2. This registration form and payment or voucher must be received by October 12, 2007, to ensure the early registration rate of $160. The rate of $180 will be in effect from October 12, 2007, thru November 15, 2007. On-site registrations will be charged the $180 rate with payment due at the time of registration.

3. Registrants who cancel prior to October 12, 2007, will receive a refund of $80. Those canceling after this date may transfer the registration to another person within the same agency or organization. NO MONETARY REFUNDS ARE AVAILABLE AFTER OCTOBER 12, 2007. THERE ARE NO EXCEPTIONS.

First Name _________________________________ M.I. _________ Last Name ________________________________________
Organization ______________________________________________________________________________________________
Organization Mailing Address ___________________________________________________________________________________
City________________________________________________________ State ________________ ZIP Code ________________
Business Telephone _________________________________ Business Fax _____________________________________________
Business E-mail _____________________________________________________________________________________________

There will be a “program participant list” available that includes the names and addresses of each conference registrant. Please check the appropriate box with regard to use of your name. IF NEITHER BOX IS CHECKED, YOUR NAME WILL BE INCLUDED WITH THE ADDRESS USED ON THIS REGISTRATION FORM.

❒ You may include my name and BUSINESS ADDRESS as it appears on this registration form in the participant list.
❒ I do not wish to have my name and address included in the conference participant list.

REGISTRATION FEES AND ADDITIONAL INFORMATION (please check appropriate box)

$160 – Early registration
$180 – Late registration and/or On-site registration  (after October 12, 2007)
$125 – Exhibitor registration (limited to two additional persons per exhibiting organization)

$100 – One-day registration
$100 – Student registration

I would like CEU credit for:

Nurse      Dietitian     Counselor     Social Worker     CHES

I would like special needs (diet, access, other) ________________________________

TOTAL PAYMENT ENCLOSED: $ __________________
(Make checks payable to Illinois Public Health Association)

IPHA Tax ID # 36-6108790

Online registration and payment is available by visiting the Illinois Public Health Association (IPHA) Web site (www.ipha.com). Conference participants who register online may choose to make their payment with Visa or Mastercard. For additional information, call IPHA at 217-522-5687, or visit the Web site.

Completed registration form with payment should be mailed to:
Illinois Public Health Association    223 S. Third St.    Springfield, IL  62701-1144

Three ways to register:
1. Register by mail
2. Register by faxing registration to 217-522-5689
3. Register online at www.ipha.com

Doubletree Hotel Chicago    Oak Brook reservation line:  800-222-TREE    Online: www.doubletree.com

To receive the conference rate, state your reservation is for the Illinois Women’s Health Conference room block.