

Childbirth Expert

Speaker *Product Endorsement*

Consultant

TRACY WILSON PETERS

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Tracy Wilson Peters is a born communicator with a heart to encourage. In a conversational style, she shares helpful techniques and tips that have brought her success in her own business and personal life. Beyond the poignant insights and strategies she shares with her audiences, Tracy possesses an engaging personality, quick wit, and years of experience working as a full-time speaker/trainer.



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Who is Tracy?

Motivator

Trainer

Writer

Childbirth, Breastfeeding & Marketing Expert

Tracy Wilson Peters, ICCE, CLD, CCCE, CLE, CPD, CAPD, is a nationally known childbirth conference lecturer, speaking at numerous conferences and hospitals. She is the author of *The Must Have Labor Doula Marketing Manual* and numerous journal articles. Tracy is co-producer and featured in the video *Labor Support: a Comfort Guide*; and is co-author of the CAPPAs labor doula, postpartum doula, lactation educator, and childbirth educator manuals.

Tracy has been a childbirth expert featured on; FOX, CBS, NBC, and ABC; and has been featured in *The Atlanta Journal*, *The Times*, *The Gwinnett Daily Post*, *Fit pregnancy Magazine*, *Atlanta Parent Magazine*, *The Indiana Star*, and *Essence Magazine*. Her publications, videos and educational materials are sold by top health education companies world-wide; Tracy has held numerous trainer and educator positions; former State Representative, doula trainer, and web site manager for DONA (Doulas of North America).

Tracy has been working with expectant women and families more than 16 years; and has attended more than 200 births as a professional labor doula (doula another name for professional childbirth assistant); and has taught childbirth education classes to more than 3000 families.

Tracy received certification as childbirth educator through ICEA (International Childbirth Education Association), and is certified labor doula with DONA (Doulas of North America) and CAPPAs (Childbirth and Postpartum Professional Association); Tracy is a Certified CPR Instructor with The American Heart Association.

Tracy is Co-Founder and Co-Executive Director of CAPPAs (Childbirth and Postpartum Professional Association); an organization that trains and certifies individuals in related women's health fields; childbirth education, labor doula support, and lactation education. Under Tracy's leadership CAPPAs has seen tremendous growth over the past 9 years; adding certifications in ante-partum doula, postpartum doula, teen support, adoption services, and advanced comfort measures; and January 2005 adding the military support program CAPPAs/Operation Special Delivery.

Operation Special Delivery Labor Doula program founded after the events of September 11, 2001, continues to maintain the integrity of its program and of the doula profession by serving military families during pregnancy, labor and delivery, and postpartum. CAPPAs/OSD is a non-profit organization supporting all branches of the military; Reservists and National Guard world wide.

Tracy is the founder of Project One Voice; and director/producer of the one voice DVD. The aim of Project One Voice is to educate the public regarding Patient Informed Consent as it relates to Cesarean Sections and VBACs (Vaginal Birth after Cesarean). Various women's health organizations support Project One Voice by hosting national walks; the aim is to encourage, share timely information pertaining to normal childbirth; and to provide tools for a normal childbirth.

Since 1998 it has been CAPPAs's goal to provide encouragement to expectant women and families; for women to trust in their ability to birth; provide tools to strive for a normal childbirth, provide timely information that encourages informed consent, enable women to become a part of the decision making process, provide caring compassionate support people during the birth event and during postpartum, to enable a smooth transition into parenthood, to instill confidence in the parent/infant bond; CAPPAs and its members strive daily to make these goals a reality.

SERVICES

Tracy is a powerful resource who offers practical tips to realign priorities and achieve success, as well as creative ideas to increase productivity and sharpen focus. She has a comprehensive list of services and provides corporations and organizations around the world with energizing and invigorating presentations that are humorous, informative, and inspiring.

**Consulting Services • Product Endorsement
Product Representation • Marketing
Team building seminars/workshops
Keynote Speaker • Group Presentations
Conference Presentations**

"We were graced with dynamic Tracy Wilson-Peters. I was lucky enough to be trained by her and I can honestly say she can encourage and invigorate you as easily in a room with 200 people as she does in a room with 3 people. She has a way of making you feel like she is talking directly to you no matter how many people are present. Tracy left us feeling confident, motivated and inspired."

Christy Sheilds- Childbirth Educator Atlanta GA fall 2006

PAST CLIENTS

KAISER PERMANENTE

Lanier Park Hospital

Cutting Edge Press

*North East Georgia
Hospital*

LG Medical

International Childbirth
Education Association

Cord Blood Registry

Childbirth Graphics

Tracy, I can't thank you enough. You achieved more consumer awareness of our product in 3 months than we did in the previous year. Your reputation in the maternal industry is second to none and your "go getter" personality was a breath of fresh air. You always had a list of ideas to continue implementing which you consistently followed through with. Thanks again for all you did. Please feel free to share my contact information with anyone who would like to hear more about our experience working with you.

-Orlin Sorensen, Executive Director, LG Medical Technology

COMPASSION

SUCCESS



**Contact
Tracy today
for a
consultation
or to book
her as a
guest
speaker at
your next
event!**

Tracy consults with companies to help them to successfully promote and market their product in the USA and Canada. She can work with your company to take your product or service to the next level! Tracy's publications, videos and educational materials are sold by top health education companies world-wide. She has been working with expectant women and families more than 16 years; and has attended more than 200 births as a professional labor doula and has taught childbirth education classes to more than 3000 families. She is tuned into the pregnant mind and intuitively understands what parents want and need in today's market!