



Leadership At Its Best

Wisconsin Organization of
Nurse Executives

2010 Annual Convention

April 21 – 23, 2010

KI Convention Center and Hotel Sierra
333 Main Street, Green Bay
800-236-3330



Purpose: Designed for those in nursing leadership roles, the purpose of this event is to provide education on health care trends, leadership and management skills.

Leadership At Its Best ★ April 21-23, 2010

Who Should Attend

Nurse Executives, Nurse Managers and anyone else with responsibility for leading nurses. You do not need to be an RN or a member of W-ONE to attend this event.

Hotel Information

Hotel Reservations:

A block of rooms has been reserved April 21-22, at the Hotel Sierra (connected to the KI Center) in downtown Green Bay. Contact the hotel at 800-236-3330 to reserve a room before **April 1, 2010**; be sure to ask for the “Wisconsin Organization of Nurse Executives” group rate.

Room rates for April 21-22 are:

- \$115 single/double occupancy for Standard Double Queen Suite
- \$115 single/double occupancy for King Suite or King Corner Suite
- \$115 single/double occupancy for Queen Studio Room
- \$169 single/double occupancy for Executive Suite

For each additional adult, there will be a \$20.00 charge per night. Children under 18 stay free when accompanied by an adult.

Parking:

Parking is included at Hotel Sierra for overnight guests. Additional paid parking is available at the city-owned Main Street Parking Ramp, connected via skywalk to the hotel.

Complimentary Breakfast:

All overnight guests of Hotel Sierra hotel will enjoy full breakfast each morning from 6:30 - 9:30 am, Monday through Friday, in the West Atrium. Those not staying overnight at Hotel Sierra may pick up a ticket for complimentary breakfast in the West Atrium from the W-ONE Registration Desk on Thursday and/or Friday morning.

Driving Directions to Hotel Sierra/KI Convention Center, 333 Main Street, Green Bay:

From Highway 41, take 172 East, exit onto Riverside Drive, turn right on Riverside Drive, (Riverside turns into Monroe Avenue) go to Main Street and turn left. Hotel Sierra is up one block on the right.

From I-43 South, take Webster Street exit. Turn left on Webster and follow to Main Street. Turn right onto Main Street. Hotel Sierra is three blocks down on the right.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Organization of Nurse Executives seeks to make this conference accessible to all. If you have a disability that might require special accommodations or have any dietary restrictions, please email your needs to Lisa Littel at llittel@wha.org or call 608-274-1820.

Continuing Nursing Education

This activity has been submitted to WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Conference Cancellation Policy

Cancellations received in writing up to five business days prior to an event will be given a full refund. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.

W-ONE Annual Convention ★ KI Convention Center, Green Bay

Keynote Speakers



Liz Jazwiec, RN, BSN

Liz Jazwiec is a nationally recognized speaker, specializing in improving customer and employee satisfaction. As founder and CEO of Liz, Inc., a consulting practice formed to help organizations develop a customer service culture driven by increased employee satisfaction, Liz directly addresses the concerns facing businesses today, including leadership, team and customer satisfaction issues. With over 25 years of clinical and corporate experience, Liz has been instrumental in accomplishing service and organizational excellence based on developing improved employee morale. Liz has been a registered nurse for 25 years, and has held health care leadership roles, including director of emergency services and vice president of patient care.



Bobbie Staten, RN, BSN, MPH

Bobbie Staten bases her presentations on a paradoxical foundation: graduate health degrees combined with a healthy and sometimes irreverent sense of humor about people and the lives they lead. In her witty way, she manages to have audiences laugh through topics of wellness, happiness, life and stress management, customer service, and people skills.

Bobbie began her career as a nurse and has held positions of head nurse, nursing supervisor, and psychiatric nursing instructor. She opened a nursing practice in 1988 to help others caught up in the “I can’t” mode, where she helped thousands reach their personal health goals. She holds a Bachelor of Science in Nursing and a Master of Public Health from The University of North Carolina at Chapel Hill.

Bobbie has been speaking professionally since 1986 and now pursues this full time. She has earned the coveted Certified Speaking Professional credential of the National Speakers Association. During her nursing career, Bobbie joined in Sigma Theta Tau (the National Scholastic Nursing Honor Society), and the American Nurses Association. She lives in the beautiful South in a 117-year-old farmhouse with her family, 3 spoiled-rotten dogs and an occasional mouse.

Speaker Presentations Available On-Line ONLY at www.w-one.org

All speaker presentations and supplemental materials for this event will be posted on the W-ONE Web site at www.w-one.org. Registered attendees can view the materials before or after the event. **Please note: paper copies of these materials will NOT be available on-site at this education event.** You will be notified via email when the materials are available on-line, with a direct link to access the files. The files will be posted approximately seven days prior to the event and will remain online for 14 business days following the event.

Prize Drawings and Silent Auctions

The W-ONE Marketing Committee is sponsoring giveaways and a silent auction during the conference. Please remember to bring your hospital logo items for the giveaways and any non-logo items (valued at \$40 or more) to include in the silent auction. If you have any questions, call Tim Gengler W-ONE Marketing Committee Chair, at 715-847-2436 or email timg@aspirus.org.

Planning Committee

Jean Surguy, RN, BSN, MAE, Program Committee Chair
Lori Cardinal, RN, BSN
Sara Carpenter, RN, MSN
Marcia Donlon, RN, BSN, MS
Denice Dorpat, RN, MSN, CCRN
Jennifer Frank, BA
Alison Hafeman, BSN, CPHQ

Joan Klehr, RN, BS, MPH
Rebecca Kordahl, RN, MBA, NEA-BC
Pam Krueger, RN, MSN
Cindy Schini, RN
Missy Tate, RN, BSN, MBA
Michele Oostdyk, RN, BSN, MS
Diane Otte, RN, MS, OCN

Leadership At Its Best ★ April 21-23, 2010

Wednesday, April 21

1:00 - 4:15 pm

Special Session Presented by the Wisconsin Hospital Association (Optional)

Engaging Staff Nurses: What We Know and What Works

Barbara Farrell, RN, MS, MJ, Director of Quality & Innovation, American Organization of Nurse Executives

Improving care through the direct involvement of staff nurses is the goal of a cooperative project between The Robert Wood Johnson Foundation and the American Organization of Nurse Executives (AONE). This project, titled Transforming Care at the Bedside (TCAB), is an innovative model that calls for nurses to lead unit and hospital-wide team efforts to improve the quality and safety of patient care. Through nurses' creativity, teamwork and focus on the patient, this project is fulfilling one of AONE's important strategic goals of creating care delivery models of the future. To date, TCAB has involved 68 hospitals in rapid cycle change to improve care, increase the amount of time spent with patients and increase nurse satisfactions. This session will report on the success of TCAB, and specifically, presenter Barbara Farrell will share what has been learned about involving staff nursing in this change.

Please note there is an additional \$25 fee to attend this session, and you must indicate your planned attendance on the registration form.

Sponsored by Wisconsin Hospital Association, as part of the Aligning Forces for Quality initiative. Aligning Forces for Quality is supported by the Robert Wood Johnson Foundation, through a grant to the Wisconsin Collaborative for Healthcare Quality. In Wisconsin, Aligning Forces for Quality is a joint project by the WCHQ, WHA, and other organizations.

4:30 - 6:30 pm

W-ONE Board Meeting

5:00 - 7:00 pm

Registration open

Evening

Dinner (on your own)

Thursday, April 22

7:00 - 8:30 am

Breakfast/visit exhibitors

8:00 - 8:30 am

New Member Meeting with W-ONE Board Members

8:35 am

Welcome

8:45 - 10:15 am

Leadership At Its Best: Accountability and Leadership

Liz Jazwiec, RN, Founder and CEO, Liz, Inc. and Faculty Speaker, The Studer Group

In this very personal presentation, Liz Jazwiec will reveal the lessons she learned about becoming a leader in difficult times. Participants will benefit from her perspective of health care management and what guidance, mentoring and direction is needed from all leaders in order to achieve results -- even when resources are limited. Thinking like an owner instead of a renter and eliminating victim thinking at all levels of the organization begins the discussion. Then she swings into the heart of the matter, accountability. Liz's extraordinary message will touch the leader in all of us as she talks about the difficult subjects of changing behaviors and managing morale. Using effective tools and her notorious humor, Liz will provide great take-aways on techniques to improve responsibility and effective practices in creating organizational accountability.

10:15 - 10:45 am

Break/visit exhibitors

10:45 am - 12:00 pm

Leadership At Its Best: Liking Leadership

Liz Jazwiec, RN, Founder and CEO, Liz, Inc. and Faculty Speaker, The Studer Group

We all know that leadership is everywhere...up, down and all-around! But how do we develop those winning behaviors of superior leaders in our organizations? Liz gives real-life examples on becoming an effective leader, both on a horizontal level within our departments as well as vertically within the organization. Finding passion in leadership begins the discussion. She includes a heart-to-heart discussion of some of the toughest topics, including dealing with difficult employees and driving out negativity. Her lessons on how to 'like leadership' will conclude with an entertaining discussion of leader's survival skills with a reminder to be kind to ourselves. Everyone from the most seasoned executive to the newly appointed supervisor will benefit from Liz's insight on the crucial role all leaders have in crafting a culture of excellence.

W-ONE Annual Convention ★ KI Convention Center, Green Bay

Thursday continued...

- 11:45 am - 1:00 pm **2009 Nurse Leader of the Year Address** / Luncheon (provided)
Overview of W-ONE's Enhanced Website / Visit exhibitors
- 1:15 - 2:15 pm Concurrent sessions (choose one):
- A. Speak Up! Advocacy from the Nurse Leader's Perspective**
Tim Gengler, Chief Nursing Officer, Aspirus Wausau Hospital
Peggy Haggerty, VP, Patient Care Services, Columbus Community Hospital
Kristine McGarigle, VP, Patient Services, Good Samaritan Health Center, Merrill
- B. New Graduate Residency Programs: Worth the Investment?**
Marilyn Meyer Bratt, PhD, RN, Assistant Professor of Nursing, Marquette University
- C. The Paper to Digital Transformation in Health Care: Brace for Impact**
Kathryn Olson, RN, MA, NEA-BC, Director Patient Care Services, Saint Joseph's Hospital, Marshfield
Joseph Lewis, RN, MPA, Director Clinical Informatics, Saint Joseph's Hospital
Marge Lewandowski, RN, BSN, Clinical Applications Analyst, Saint Joseph's Hospital
Mary Sundby, RN, BSN, Nurse Manager, 8 North – Oncology/Hematology, Saint Joseph's Hospital
- 2:15 - 2:45 pm Break/visit exhibitors
- 2:45 - 3:45 pm Concurrent sessions (choose one):
- D. State and Federal Legislative Update**
Judy Warmuth, VP, Workforce, Wisconsin Hospital Association
- E. Multi-Generational Issues: A Participative Dialogue**
Mary Lu Gerke, RN, PhD, Vice President and CNO, Gundersen Lutheran, La Crosse
- F. Leadership Mentoring: The W-ONE Experience**
Jeff Euclide, Director, Chief Nurse Executive, Aurora Medical Center, Hartford
Doris Mulder, Vice President, Beloit Memorial Hospital
Connie Koutouzios, Nurse Executive, Bay Area Medical Center, Marinette
- 3:45 - 3:55 pm Break
- 3:55 - 4:30 pm **Annual Business Meeting**
- 4:30 pm Adjourn for the day
- 5:30 - 7:00 pm **Networking Reception and Group Dinner**
- 7:00 - 9:00 pm **Hospitality Suite**

Friday, April 23

- 8:00 - 9:00 am Breakfast
- 9:00 - 10:00 am **The Impaired Nurse**
Julia Nelson, RN, Secretary, Wisconsin Board of Nursing
Kathleen Sullivan, RN, Vice Chairperson, WI Board of Nursing

This important session will focus on the Department of Regulation & Licensing (DRL) and the Wisconsin Board of Nursing reporting expectations specific to impaired professional practice. Learn what happens when a complaint is received at DRL and how the Wisconsin Board of Nursing handles complaints. In addition, learn about alternatives to reporting, including voluntary treatment and the obligation of an employer to report impaired professional practice and the possible outcomes at the Wisconsin Board of Nursing in response to a report. Presenters will also talk about what nurse behaviors to look for and how to communicate with others in leadership positions about impaired employees.

Leadership At Its Best ★ April 21-23, 2010

Friday continued...

10:00 - 10:15 am Break

10:15 - 11:45 am **Batteries Not Included**

Bobbie Staten, RN, BSN, MPH, Motivational Humorist

A motivational presentation designed to give you the jump-start you've been missing. Charge your battery while you laugh and learn to work smart, work together, and most importantly fall in love with your job again.

11:45 am - 12:00 pm Marketing prizes/wrap-up

12:00 pm Adjourn

12:15 - 1:45 pm **Special Session Presented by the Wisconsin Chapter of ACHE (Optional)**

ACHE Category I Seminar (1.5 credit)

Identifying & Assisting the Impaired Health Care Worker

Jean Marsch, RN, MBA, FACHE, Director, People Services, St. Vincent Hospital, Green Bay

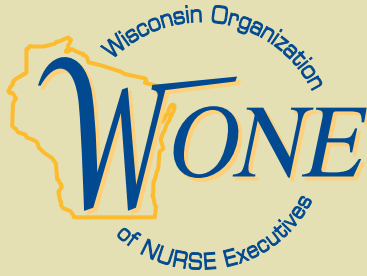
Linda S. Roethle, MS, FACHE, President, Bellin Psychiatric Center, Green Bay

Christine Woleske, JD, FACHE, Executive VP of Hospital Clinical Services, Bellin Health System, Green Bay

Society expects health care leaders and providers to practice standards of good health and serve as strong advocates of those they serve. Those impaired by substance abuse, dependency or mental/emotional instability not only diminish their own credibility, but also that of their organization. Public confidence in the organization is reduced when it appears the organization is not taking appropriate steps to safeguard patients and the high standards of professional and ethical practice. This lack of public confidence may cause the community to deem the organization, and perhaps by extension the profession, unworthy of its support and trust. This program will be presented in a moderated, interactive format with featured panelists addressing this important issue.

There is no additional registration fee to attend this Wisconsin Chapter of ACHE session, but you must indicate your planned attendance on the registration form.

This program has been developed and is presented locally by the Wisconsin Chapter of ACHE. The American College of Healthcare Executives has awarded 1.5 Category I (ACHE Education) credit hours to this program.



2010 Discounted Registration Fees:

In an effort to support our W-ONE membership, the registration fees have been reduced for our annual convention in 2010.

A. W-ONE Member: Full Convention
= \$100.00 per person

B. Full-Time Student*
= \$50.00 per person

* "Full-Time Student" is defined as either graduate or undergraduate student taking 12 or more credits at the time of the event. Proof of student status may be requested.

C. Non-Member: Full Convention Plus
2010 W-ONE Membership**
= \$200.00 per person

** If registering for option "C," complete the back side of this form.

Convention Meals

Your registration fee includes several meals provided during the convention. To assist with planning, please indicate which meals you will attend during the convention. If you plan to attend both meals, please mark them both.

Thursday Dinner Guest

You may register a guest(s) for the Thursday evening reception and dinner, for a cost of \$30.00 per person.

Please indicate the number of guests and each guest's name.

Return registration form and payment to:

Wisconsin Organization of Nurse Executives
Attn: Lisa Littel, c/o WHA,
PO Box 259038
Madison, WI 53725-9038

Fax: 608-274-8554

Program Registration for Current W-ONE Members and Students

If you are not a current W-ONE member, complete the back side of this form.

1

Registration Option (In an effort to support our W-ONE membership, the registration fees have been reduced for our annual convention in 2010):

- A - W-ONE Member Fee: \$100 B - Student Fee: \$50

2

Organization Name

Address/City/State/ZIP

Name

Title

Phone

Email

3

Special Optional Sessions:

- Please register me for the "Engaging Staff Nurses" session on Wednesday, April 21. I understand there is an additional charge for attending this event, and I have added \$25 to my total registration fee.
- Please register me for the "ACHE Category I" session on Friday, April 23. I understand there is no additional charge for attending this event.

4

Convention Meals:

Your registration fee includes several meals provided during the convention. To assist with planning, please indicate which of the following meals you will be participating in during the convention. If you plan to attend all meals, please mark them all.

- Thursday lunch Thursday reception and dinner

Thursday Dinner Guest: You may register a guest(s) for the Thursday evening reception and dinner, for a cost of \$30.00 per person. Please indicate the number of guests and each guest's name.

Thursday Dinner Guest (\$30 per guest)

5

Payment Information:

- Check Enclosed: \$ _____ (Make payable to W-ONE)
 Visa: \$ _____ MasterCard: \$ _____

Credit Card Number

Exp. Date

Name on Card

Billing Address

Program Registration for Non-W-ONE Members

Complete this registration form if you are NOT currently a member of W-ONE.

1

Registration Option (In an effort to support our W-ONE membership, the registration fees have been reduced for our annual convention in 2010):

C - Non-Member Fee: \$200 (includes full convention and W-ONE 2010 membership)

Membership: New Student Renewal Honorary

Type of Facility: Academic Acute Care Extended Care Home Care
 Critical Access Hospital Other: _____

2

Organization Name

WORK Address/City/State/ZIP

Work Phone

Name

Title

Email

HOME Address/City/State/ZIP

Home Phone

Preferred Mailing Address: Home Work **AONE Member?:** Yes No

Include name on W-ONE approved purchased mailing list? Yes No

3

Special Optional Sessions:

- Please register me for the "Engaging Staff Nurses" session on Wednesday, April 21. I understand there is an additional charge for attending this event, and I have added \$25 to my total registration fee.
- Please register me for the "ACHE Category I" session on Friday, April 23. I understand there is no additional charge for attending this event.

4

Convention Meals:

Your registration fee includes several meals provided during the convention. To assist with planning, please indicate which of the following meals you will be participating in during the convention. If you plan to attend all meals, please mark them all.

- Thursday lunch Thursday reception and dinner

Thursday Dinner Guest: You may register a guest(s) for the Thursday evening reception and dinner, for a cost of \$30.00 per person. Please indicate the number of guests and each guest's name.

Thursday Dinner Guest (\$30 per guest)

5

Payment Information: Check Enclosed: \$ _____ (Payable to W-ONE) Visa: \$ _____ MasterCard: \$ _____

Credit Card Number

Exp. Date

Name on Card

Billing Address