

November 2017

# HORIZONS

## President's Message



It's hard to believe that I am writing my last "President's Message." I recall vividly the ambivalence I felt at seeking the nomination as President-Elect because, as I laughingly told my colleagues, I would be 66 years old at the end of the four-year commitment! (1 year as President-Elect, 2 years as President, and 1 year as Past President). Well, I am now officially a Medicare recipient and I cannot believe how fast the time has passed. As I move into the role of Past President, I would like you to know what an honor it has been to serve and to highly encourage every one of you who may be considering throwing your hat in the ring. It has been a wonderful experience and enriching in so many ways. I can attest that one receives so much more than one gives in this role. The opportunity to work with so many exceptional colleagues has been inspiring.

The past two years have been abundant with meaningful accomplishments. To name just a few: Under the leadership of Jan Bauman and Mary Cieslak-Duchek, our Legislative Committee achieved the Wisconsin Nurses' License Plate. This was the culmination of five long years of work and will now provide an ongoing revenue stream to invest in the important work of education and development. Under Verna Seitz's leadership, our Professional Development Committee greatly strengthened the process by which WONE grants scholarships annually. Sue Rees is ably leading a team in the development of a process to assist nurse leaders in utilizing the evidence to make the case for appropriate nursing resources, and making the case for the impact these have on patient outcomes, an initiative we call the "Value Proposition." Laura Hieb and Tom Veesser have been working hard to lead a team on ensuring that nurse leaders have the best possible information at their fingertips to enable them to utilize advanced practice nurses optimally in every setting. Kim Franzen has taken over the leadership of our communications function, and is breathing new life into the many venues available in today's world. I could go on, but you get the point.

Building on an outstanding foundation, laid by the many leaders who have gone before, much of this inspiring and revitalizing work is occurring because, you, the membership, supported a Bylaws change that will limit leadership of our committees to a defined term. We are already seeing the benefits of inviting new leaders into the rotation, taking advantage of the amazing talent that resides in our members. I hope each of you will consider how you can contribute as we continue to move forward.

I'd like to thank each of you for the privilege of serving as WONE President these past two years. It has been a pleasure and I've enjoyed it more than I can describe. I wish each of you and your loved ones a safe, happy and healthy holiday season.

**Joan Ellis Beglinger**  
**WONE President**

# Nominations Committee Report - Elections Results for 2018

On behalf of the Nominations Committee I am pleased to announce the WONE election results for 2018.

Treasurer: Sharon Cox

Board Seats: Dennise Lavrenz  
Ginger Malone  
Sharon Warden

Nominations Committee: Theresa Brauer  
Jenna Peters

We would like to thank all who participated in the election process.

Submitted by:  
Doreen Kluth  
Chair, Nominations Committee

## New Members since August, 2017

- Brenda Bergman, Reedsburg Area Medical Center, Reedsburg
- Maribeth Brunsell, SSM Health Dean Medical Group, Madison
- Deborah Martin, ProHealth Care, Waukesha
- Mary Pfahning, Aspirus Riverview Hospital, Wisconsin Rapids
- Debra Potempa, Mercyhealth Hospital & Trauma Center, Janesville
- Michelle Slichter, Aurora Saint Luke's Medical Center, Milwaukee
- Rebecca Swenson, Kenosha Visiting Nurse Association, Kenosha

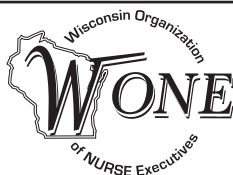
## Membership Committee

Help Wanted!! The Membership Committee is seeking additional committee members. If you are interested, please contact Teresa Lindfors, Membership Chair, at [tlindfors@stohosp.com](mailto:tlindfors@stohosp.com).

The Membership Committee supports onboarding new members as well as growing our overall membership. We are currently 234 members strong but know there are more to recruit especially outside the acute care setting. Our goal is to increase our diversity to embrace and support nursing leader's full continuum of care. Please consider joining our team or reaching out to recruit some new leaders to join WONE.

Don't forget, if you refer the most new members, you can receive a 2018 WONE Conference Registration for free!!

Teresa Lindfors, FACHE, MBA, RN  
Membership Committee Chair  
[tlindfors@stohosp.com](mailto:tlindfors@stohosp.com)



Horizons is published quarterly as the newsletter of the Wisconsin Organization of Nurse Executives. Articles on nursing, management and health care issues, and letters to the editor are welcome. Display and classified advertising are accepted. For information, contact the editor.

2017 WONE Board of Directors: President: Joan Beglinger; Treasurer: Sharon Cox; Secretary: Tonja Ramthun; President-Elect: Doreen Kluth

2017 WONE Board Members: Teresa Lindfors, April Hansen, Sue Rees, Tom Veaser, Mary Beth White-Jacobs

# WONE Professional Development Committee Report

On behalf of the Professional Development Committee, I am pleased to congratulate the 2017 – 2018 Educational Scholarship Program award recipients!

The \$1000 scholarship award recipients are:

- Dawn Pauli (BSN program - Concordia University)
- Irina An (BSN program - University of Wisconsin, Green Bay)
- Jane McCarthy (DNP program - Edgewood College)
- Lori Cardinal (MSN program – Grand Canyon University)
- Jessica Thomey ( DNP program – Grand Canyon University)

A total of 12 applications were received making the selection a very competitive process.

WONE is committed to provide financial support to Wisconsin registered nurses pursuing academic progression in nursing. Information about the 2018-2019 educational scholarship program will be posted on the WONE website ([www.w-one.org](http://www.w-one.org)) by June 2018.

Verna Seitz MS, RN, NEA-BC  
Professional Development Committee Chair

## WONE-Nursing Leadership Academy (WNLA)

WNLA 3 kicked off the fall session, hosted by Aspirus in Wausau. What an incredible event it was, influencing and inspiring 35 young leaders.

Oktoberfest rolled into La Crosse just in time for the WNLA 4 being sponsored by Gundersen. This was the first ever WNLA that welcomed the 22 participants with Polka music and a festive environment.

As we conclude the year, the dedicated regional facilitators and faculty touched 97 aspiring leaders. What a fantastic way to introduce leadership concepts during a demanding healthcare climate. The team looks forward to 2018 programs and being able to continue the legacy.

Terry Kabitzke-Groth, BSN, MS, RN, VP/CNO  
WONE Chair Nursing Leadership Academy

## WONE Board of Directors 2017

### President

Joan Beglinger  
3528 Timber Lane  
Cross Plains, WI 53528  
608-798-1388  
[jebdesigningtomorrow@charter.net](mailto:jebdesigningtomorrow@charter.net)

### Treasurer

Sharon Cox  
Director of Oncology  
Beloit Health System  
1670 Lee Lane  
Beloit, WI 53511  
(W) 608-364-5175  
[scox@beloithealthsystem.org](mailto:scox@beloithealthsystem.org)

### Secretary

Tonja Ramthun  
Divisional Director of Renal Dialysis  
HSHS Eastern Wisconsin Division  
PO Box 13508  
Green Bay, WI 54307  
(W) 920-433-8446  
[tonja.ramthun@hshs.org](mailto:tonja.ramthun@hshs.org)

### President-Elect

Doreen Kluth  
Executive Director, Care Continuum  
HSHS Division Eastern WI/Prevea  
2710 Executive Drive  
Green Bay, WI 54304  
(W) 920-272-3386  
(Cell) 920-737-2875  
Fax: 920-429-1703  
[doreen.kluth@hshs.org](mailto:doreen.kluth@hshs.org)

### WHA Liaison

Paula Hafeman  
Chief Nursing Officer  
HSHS Eastern Wisconsin Division  
Green Bay, WI 54307-3508  
St. Nicholas Hosp., Sheboygan  
(W) 920-433-8204  
(Fax) 920-431-3215  
[paula.hafeman@hshs.org](mailto:paula.hafeman@hshs.org)

### Liaison WHA Measure Team & Medical/Professional Affairs

Betsy Benz  
Chief Nursing Officer  
Aurora Med.Center Manitowoc Co.  
5000 Memorial Drive  
Two Rivers, WI 54241  
(W)920-794-5053  
Fax: 920-794-5487  
[Betsy.benz@aurora.org](mailto:Betsy.benz@aurora.org)

### Board Members

#### Board/WCN Liaison

Tom Veesser  
CNO  
Ministry Healthcare  
1570 Midway Place  
Menasha, WI 54952  
920-720-1468  
[thomas.veesser@ascension.org](mailto:thomas.veesser@ascension.org)

#### Board

April Hansen, RN, MSN  
Vice President, Clinical Services  
Aya Healthcare  
N2788 Stanley Lane  
Marinette, WI 54143  
(C) 920-737-9969  
[ahansen@ayahealthcare.com](mailto:ahansen@ayahealthcare.com)

#### Board

Sue Rees  
Vice President, Associate CNO  
UW Health  
600 Highland Avenue  
Madison, WI 53792  
(W) 608-890-6634  
(C) 608-220-9038  
[srees@uwhealth.org](mailto:srees@uwhealth.org)

#### Board

Mary Beth White-Jacobs  
President and CEO  
Black River Memorial Hospital  
711 West Adams Street  
Black River Falls, WI 54615  
715-284-1301  
[whitejacobsmb@brmh.net](mailto:whitejacobsmb@brmh.net)

#### Board

Teresa Feidt  
CNO/VP Patient Services  
Stoughton Hospital  
900 Ridge Street  
Stoughton, WI 53589  
(W) 608-873-2376  
Fax: 608-873-2315  
[tfeidt@stohosp.org](mailto:tfeidt@stohosp.org)

## WONE Committee Chairs 2017

### Nomination Committee

Doreen Kluth  
Executive Director, Care Continuum  
HSHS Division Eastern WI/Prevea  
2710 Executive Drive  
Green Bay, WI 54304  
(W) 920-272-3386  
(Cell) 920-737-2875  
Fax: 920-429-1703  
[doreen.kluth@hshs.org](mailto:doreen.kluth@hshs.org)

### Bylaws

Susan Peterson  
Consultant  
Community Care, Inc.  
205 Bishops Way  
Brookfield, WI 53005  
(W) 262-207-9302  
(C) 414-430-2009  
[slpeterson@gmail.com](mailto:slpeterson@gmail.com)

### Membership

Teresa Lindfors  
CNO/VP Patient Services  
Stoughton Hospital  
900 Ridge Street  
Stoughton, WI 53589  
(W) 608-873-2376  
Fax: 608-873-2315  
[tlindfors@stohosp.org](mailto:tlindfors@stohosp.org)

### Legislative Co-Chairs

Mary Cieslak-Duchek  
Dir. of System Nursing  
Integration  
Aurora Health Care  
3000 W. Montana  
Milwaukee, WI 53215  
(W) 414-647-6493  
(Cell) 262-385-0122  
(Fax) 414-647-6389  
[mary.cieslak-duchek@aurora.org](mailto:mary.cieslak-duchek@aurora.org)

Jan Bauman  
VP, Patient Care Services/CNO  
Divine Savior Healthcare  
2817 Pinery Road  
Portage, WI 53901  
(W) 608-742-4131  
(C) 608-617-9650  
[jbauman@dshealthcare.com](mailto:jbauman@dshealthcare.com)

### Professional Development

Verna Seitz  
Director, Hospital Capacity &  
Resource Management  
Froedtert Hospital  
9200 W. Wisconsin Avenue  
Milwaukee, WI 53226  
(W) 414-805-8193  
(C) 262-527-0358  
[verna.seitz@froedtert.com](mailto:verna.seitz@froedtert.com)

### Marketing

Laura Hieb  
CNO  
Bellin Health System, Inc.  
PO Box 23400  
Green Bay, WI 54345  
(W) 920-433-7436  
Fax: 920-433-3707  
[laura.hieb@bellin.org](mailto:laura.hieb@bellin.org)

### Historian

Leilani Mazzone, BSN, RN  
Manager, Aurora at Home  
11333 W. National Avenue  
Milwaukee, WI 53227  
(W) 414-329-4949  
(C) 414-243-0209  
[leilani.mazzone@aurora.org](mailto:leilani.mazzone@aurora.org)

### Horizons/Website (Communications)

Kim Franzen  
Dir of Nursing Resource  
HSHS Eastern Wisconsin Division  
835 S. Van Buren St.  
Green Bay, WI 54307  
(Office) 920-433-8918  
(C) 920-621-8223  
[kimberly.franzen@hshs.org](mailto:kimberly.franzen@hshs.org)

### Program

Dena Jarog  
Director of Education  
Mile Bluff Medical Center  
1050 Division Street  
Reedsburg, WI 53948  
(W) 608-847-2740  
(C) 920-253-5816  
[dweberjarog@gmail.com](mailto:dweberjarog@gmail.com)

### ANEW Liaison

Deb Jenks, ANEW Liaison  
MSOE School of Nursing  
1025 N Broadway Str  
Milwaukee WI 53202  
5565 S. Martin Road  
New Berlin, WI 53146  
Work 414-277-4516  
Cell 262-227-5790  
[jenks@msoe.edu](mailto:jenks@msoe.edu)

### Member Checklist

- ! Please contact Marcia Egle whenever you have a change in either employment or residential address to guarantee timely mailings. E-mail [megle@wha.org](mailto:megle@wha.org) or 608/268-1806.
- ! Submit articles for publication in the next issue of Horizons to Kim Franzen, 920/433-8918, [kimberly.franzen@hshs.org](mailto:kimberly.franzen@hshs.org)
- ! If you are interested in being a part of a specific committee, contact the committee chair.

### WHA Contact

Marcia Egle/Denise Anderson  
Wisconsin Hospital Association  
5510 Research Park Drive  
PO Box 259038  
Madison, WI 53725-9038  
Work: 608/274-1820  
Fax: 608/274-8554  
E-mail: [wone@wha.org](mailto:wone@wha.org)

### WHA Liaison

Ann Zenk  
V.P., Workforce & Clinical Practice  
5510 Research Park Drive  
PO Box 259038  
Madison, WI 53725-9038  
Work: 608/274-1820  
Fax: 608/274-8554  
E-mail: [azenk@wha.org](mailto:azenk@wha.org)

# Nurse Leader of the Year

Each spring the Wisconsin Organization of Nurse Executives honors a Wisconsin nurse leader.

**Criteria for selection of the Nurse Leader of the Year include the following:**

1. A member of the Wisconsin Organization of Nurse Executives for at least two years.
2. Has provided service to the Wisconsin Organization of Nurse Executives through participation in special or standing committees or through an elected office.
3. Has demonstrated innovation in nursing leadership as evidenced by the development, implementation and evaluation of new programs, workflows, care delivery models, organizational structures, new roles, as examples.
4. Has promoted the profession of nursing and nursing leadership within the organization and the community; serves as a role model/mentor/coach to others.
5. Has demonstrated nursing leadership by sharing knowledge and expertise within and outside the organization through presentations, formal course offerings and/or publications.
6. Has demonstrated a commitment to continuous learning and self-development through formal education, achieving certification and continuing education, as examples.
7. Has demonstrated positive relationships with other disciplines, as evidenced by references and/or the collaborative nature of examples throughout the candidate's application.
8. Participates in a broad range of civic and health care related organizations; a political activist for nursing and health care.
9. Members who have received the award in the past are not eligible to receive the award again.

**Nurse Leadership Award Nomination**

**Due Date: November 30, 2017**

I request that the WONE Committee on Nominations and Recognition consider:

Name \_\_\_\_\_

Title \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

for the 2018 Nurse Leader of the Year Award.

Having reviewed the criteria for this award, I believe this candidate has met them in the following ways:

---

---

---

---

**Submitted by:**

**RETURN TO:**

**WONE  
PO Box 259038  
Madison, WI 53725-9038**

**Fax: 608-274-8554**

Name \_\_\_\_\_

Title \_\_\_\_\_

Institution \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone: \_\_\_\_\_

**Return by November 30, 2017**