



April 26-28, 2017

Glacier Canyon Lodge  
at the Wilderness Resort  
45 Hillman Road  
Wisconsin Dells, WI  
1-800-867-9453

WONE  
2017  
Annual  
Convention

Transforming Health Care:  
Leaders making the  
impossible possible



~~impossible.~~

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

KOTECKI



**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 WONE to attend this event.

## Keynote Speakers

### Mark Taylor, MSW, EdD, Speaker, Educator

Dr. Mark Taylor is an award-winning speaker recognized internationally as an educator, expert and consultant who is on the forefront of transformations in educational practice and workplace management. He has worked with over 600 organizations to help people understand and work more effectively with the generational groups, especially young people from "Generation NeXt." Building on over 30 years of experience in higher education, health care and the helping professions, business clients have included Boeing Aerospace, 20th Century Fox Motion Pictures, Wal-Mart, FEMA and the U.S. Army.



### Brian Lee, CSP, Speaker, Author

Brian Lee, CSP, is one of North America's leading experts in the field of world-class patient experience, staff engagement and culture change. He is a recognized author on HCAHPS improvement and value-based purchasing. He is chief executive officer of Custom Learning Systems Group Ltd., a leading provider of culture change and training solutions to health care organizations across North America. He is also the founder of the Healthcare Service Excellence conference. In the past 30 years, Lee and his team have worked closely with health care organizations on several continents to achieve breakthrough results in improving the patient experience and staff engagement.



### Jason Kotecki, CSP, Artist, Author, Professional Speaker

Jason Kotecki is an artist, author and speaker. He is the author of five books, including *Penguins Can't Fly +39 Other Rules That Don't Exist*. Through his inspirational thought leadership and humorous anecdotes, his mission is to demonstrate how the secrets of childhood are timeless. Jason and his wife co-founded The Cure Adultitis Institute, a mission-based organization focused on the awareness and early detection of Adultitis. Through the website, artwork, books, speaking programs and other tools, they empower people to live fuller, richer lives in order to eradicate Adultitis.



## WONE 2017 Annual Convention Agenda



### Wednesday, April 26, 2017

- 4:15 - 6:15 pm WONE Board Meeting
- 5:00 - 7:00 pm Registration Open
- 6:30 - 7:30 pm **Optional - Networking and Presentation of New License Plate**  
(Refreshments & Cash Bar)

### Thursday, April 27, 2017

- 7:00 - 8:30 am Registration Open / Continental Breakfast / Visit Exhibitors
- 8:00 - 8:25 am **New Member/First-Time Attendee Meeting with WONE Board Members**
- 8:35 - 8:45 am **Convention Welcome**
- 8:45 - 10:15 am **Managing for Success in the Multigenerational Workplace**  
*Mark Taylor, MSW, EdD, Taylor Programs*

Successful management in the multigenerational health care workplace will require leaders be able to understand, communicate with and lead everyone, from each generational group. Understanding typical generational values, traits, preferences and styles can improve recruitment, workplace effectiveness, harmony and employee satisfaction and retention. This keynote will address the generational traits, issues and dynamics in the workplace with specific, immediately applicable suggestions for developing the most productive, positive and effective work setting for all employees.

10:15 - 10:45 am Break / Visit Exhibitors

10:45 - 11:45 am **Managing Escalating Situations**  
*Mark Taylor, MSW, EdD,  
Taylor Programs*

The ability to successfully manage an escalating situation can be an important set of management and leadership skills. This session will help leaders understand the dynamics of potential and real crisis situations, and help develop skills to deescalate crisis and reduce the likelihood of negative consequences to the employee, themselves or the organization.

11:45 am - 1:15 pm **Luncheon**  
**WONE Annual Business Meeting**  
**Visit Exhibitors**

1:15 - 2:15 pm **Concurrent Sessions**  
**(choose 1 of 2)**

**A. Community-Based Clinical Care Models that Improve Outcomes and Reduce Costs for High-Need, High-Cost Patients**

*Dennise Lavrenz, RN, MBA, CENP, Vice President  
Clinical Strategy, Milwaukee Center for  
Independence*

*David Taylor, RN, Supervisor, Telehealth Services,  
Visiting Nurses Association of Rockford Area*

*Natasha Weberg, MSN, MHA, Director of Hospice  
& Palliative Care, Beloit Health System*

This session will help identify why palliative care is needed and the benefits of intervention and the impact on the community. Will also discuss ways to know your patients' overall condition from anywhere, anytime so you don't lose them to urgent care.

**B. Independent APNP Hospitalists:  
Implications for Nursing Leaders**

*Charisse Oland, FACHE, MHA, RD, EDAC,  
CEO, Rusk County Memorial Hospital*

*Jeff Euclide, BSN, MBA, Chief Patient Care  
Officer, Rusk County Memorial Hospital*

This presentation is designed to help nursing leaders understand how to maximize the role of independent APNPs as inpatient hospitalists, adapt the knowledge for application in their own hospitalist programs, and consider how to continue developing the profession to meet increasing future demands.

2:15 - 2:45 pm Break / Visit Exhibitors

2:45 - 3:45 pm **The HCAHPS Hospital of Choice**  
*Brian Lee, CSP, Speaker, Author,  
CEO, Custom Learning Systems  
Group Ltd.*

Break down departmental silos and achieve organization-wide literacy about HCAHPS Survey results. Inspire and engage leaders at every level to implement 23 critical best practices through a 100-Day Rapid Action Program, which will improve patient satisfaction and reduce controllable turnover.

3:45 pm Adjourning for the day

6:00 - 8:00 pm Networking Reception and Award  
Dinner with presentation of  
WONE Nurse Leader of the  
Year Award

**Friday, April 28, 2017**

7:30 - 8:30 am Breakfast

8:30 - 9:45 am **The Magic of Engagement:  
Connecting the Why**  
*Brian Lee, CSP, Speaker, Author,  
CEO, Custom Learning Systems  
Group Ltd.*

Unlock the mystery of employee empowerment and enthusiasm to create a world class patient/resident experience. This presentation will focus on the how-tos of patient, staff and physician loyalty, and also inspire hope and commitment, resulting in a renewed passion for caregiving.

9:45 - 10:30 am **Nurse Leader Fatigue:  
Implications for Wisconsin**  
*Barbara Pinekenstein, DNP, RN-BC,  
Clinical Professor, UW School of  
Nursing*  
*Linsey Barker Steege, PhD, Assistant  
Professor, UW School of Nursing*

Fatigue is a significant challenge in health care. This session will focus on the key findings from a recent study related to fatigue with implications for both the individual leader and the organization.

10:30 - 10:45 am Break

10:45 - 11:45 am **Curing Adultitis: Your Prescription  
for Less Stress and More  
Success**  
*Jason Kotecki, CSP, Artist,  
Author, Professional Speaker*

Adultitis is an epidemic; it can infiltrate even the best working environments, producing stress and instigating burnout. Left unchecked, Adultitis will eat your productivity, teamwork, and morale alive. In this light-hearted but hard-hitting program, you will leave with a fresh perspective to reclaim your passion and create a better harmony between work and home. Learn easy, practical tips for bringing more fun and less stress to the job at hand, contributing to a workplace that's more enjoyable and engaging for all.

11:45 am - 12:00 pm Marketing Prizes Awarded /  
Wrap Up

12:00 pm Convention Adjourns

## Conference Information

### Lodging Information

A block of rooms for the WONE Annual Convention has been reserved April 26 and April 27 at the Glacier Canyon Lodge in Wisconsin Dells, WI. Contact the hotel at 1-800-867-9453 to reserve a room before April 5, 2017; be sure to ask for a room in the "2017 WONE Annual Convention" group block.

Room rate for April 26 and April 27 is \$99.99 per night plus tax and a resort fee for a single room with two queen beds and sleeper sofa.

**Final cut-off date for room reservations is April 5, 2017.**

Rooms at the group rate are available on a first come basis.

Reservations require a deposit (cash or credit card) equal to the cost of the first night's stay.

### Conference Cancellation Policy

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

### 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 which might require special accommodations or have any dietary restrictions, please e-mail your needs to Kayla Chatterton at [kchatterton@wha.org](mailto:kchatterton@wha.org) or call 608-274-1820 by April 12.

### Prize Drawings and Silent Auctions

The WONE 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 questions about this, contact Laura Hieb, WONE Marketing Committee Chair, at [laura.hieb@bellin.org](mailto:laura.hieb@bellin.org).

### Continuing Nursing Education

This activity has been submitted to the 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.

## WONE 2017 Annual Convention Registration Information

### 2017 Registration Options and Fees

- WONE Member, Full Convention: \$250 per person
- Non-Member, Full Convention: \$300 per person
- Member Student\*: \$200 per person  
(Including Masters and Doctoral Students)  
\*Proof of student status may be requested
- Thursday Dinner Guest: \$40 per person

### Online Registration ONLY

All registrations can be made online at:  
<http://www.cvent.com/d/mvqfjn>

After you have registered online, you will receive a receipt, which you can print out and use to submit to your organization for payment via check or reimbursement.

### Payment Information

Payment can be made online via VISA or MasterCard, or you can follow up with payment by check.

### If Paying by Check:

Print registration receipt and mail it, along with your check payment, to:

WONE, Attn: Kayla Chatterton  
c/o WHA,  
PO Box 259038  
Madison, WI 53725-9038

### WONE 2017 Annual Convention Planning Committee Members:

Dena Jarog, DNP, RN, CCNS, Chair  
Dennise Lavrenz, BSN, MBA, Co-Chair  
Melinda Brancamp, BSN, MSN  
Lori Cardinal, RN, BSN  
Amy Hermes, MSN, RN  
Ruth Kirby, MSN, MBA, RN  
Marylou Mercado, MSN, RN, CNE, FNP-BC  
Kristin Rabenold, MSN, RN, CNML  
Sue Ourada, MSN, RN, NE-BC  
Natasha Weberg, MSN, MHA  
Sherry Collins, BS  
Kayla Chatterton, BS