

W-ONE Horizons

Stay In Touch with W-ONE

2000 Nurse Leader of the Year

Congratulations, Peggy Ose, Nurse Leader of the Year!

Peggy Ose is the Vice President-Patient Services of Riverview Hospital Association in Wisconsin Rapids. Ms. Ose was presented this prestigious award by Mary Lu Gerke, President of W-ONE during the Awards Luncheon held on Thursday, September 14, 2000 at the Wisconsin Health and Hospital Association Convention in front of co-workers, family members and colleagues. The Nurse Leader of the Year award recognizes leadership in nurse management and innovative approaches to the delivery of health care services. Peggy has been instrumental in initiating and coordinating a number of projects and programs including the implementation of an on-line documentation system, working with staff to develop creative nurse recruitment and retention strategies, launching a case management system, planning a facility renovation project, redesigning the nursing department structure and participating on many teams to improve patient care processes and outcomes.

Peggy Ose's service to nursing comes in many different forms including development of team-based approaches to solving problems and innovations to deal with today's growing shortages of health care workers. Peggy has served on the W-ONE Board of Directors since 1997 and is currently editor of the organization's quarterly newsletter, Horizons. She has also served on the W-ONE Program, Professional Development and Nomination Committees. Committed to and involved in her community, Ms. Ose is also a member of the American Association of University Women and the Mid-State Technical College Advisory Committee. She is currently serving on the Healthy People Wood County Community Health Assessment Team. In addition, she is a Past Board Member of the American Cancer Society of Wood County and the American Cancer Society of Milwaukee County.

A Wisconsin Rapids native, Peggy also worked as nurse manager in the Inpatient Oncology Unit and Vince Lombardi Cancer Clinic at St. Luke's Medical Center, and as a manager of nursing education at Aurora Health Care, Inc. and St. Luke's Hospital in Milwaukee.

Peggy earned a bachelor of science degree in nursing from the University of Wisconsin-Eau Claire and a Master of Science degree in nursing from the University of Wisconsin-Milwaukee.

Being nominated and selected by the W-ONE Nominations Committee as the Nurse Leader of the Year is an honor and a wonderful achievement. W-ONE, along with Ms. Ose's colleagues, co-workers and friends, congratulate her in receiving this greatly deserved honor and award.

President's Message

Happy Holidays! How quickly the year has gone by. As I drove home from the W-ONE Board Retreat, I thought of how chaotic and hectic our professional and personal lives have become. I wondered what metaphor would give a good visualization of our current environments. Since Thanksgiving was near, I thought about how my Mom made whipped cream for the pumpkin pie. She would take the cream off the whole milk; then she would pour this liquid into a bowl, add some sugar and start mixing. Whether I used a hand mixer or an electric mixer, it was always a challenge to keep the liquid cream from splattering all over everything. Mom always assured me that the task could be accomplished and if done well, whipped cream would be the final product. I learned that mixing the cream too rapidly caused the splattering to become worse. Mixing the cream too slowly increased the time and impaired my ability to create whipped cream. Mixing the cream too long and too fast caused the cream to turn to a solid hunk of butter.

This is exactly how our environments feel. We are in the midst of trying to develop a new form, a new structure, a new conceptual model for nursing and health care. The intent is to create a better health care system and improve patient care. This is our goal, our mission, our essence. That intent is the same as the whipped cream. We have an idea what it should be, but we don't know how to get to that ideal. So we start changing things (we whip the cream). Sometimes we whip the cream too fast and the chaos makes all of us feel disjointed, disconnected, and like unvalued pieces flying through the air all over everything (the splattering affect). Sometimes we change things too slowly and hang onto old ways of thinking and doing (the cream never develops a new form). And sometimes, we beat change to death. More and more change, harder and harder, faster and faster, we push to control and move forward. The result is a hunk of disillusioned, frustrated, complacent and exhausted staff (butter). How can we reach a different place, a different form and a different way of delivering health care? How do we change and yet hold onto the intent of better, not butter? Margaret Wheatly in her essay, "What is Our Work?" states that new stories, new organizations come from self-organizing systems. They are created through the interactions and needs of individuals in the organizations coming together to co-create a new and different organization. The relationships give birth to the new forms. "Life seeks organization, but uses messes to get there."

So for all of us who feel like we are in a blender, we need to hold onto the intent, hold onto the dream and let go of the control; let the system self-organize out of the needs of individuals. Pushing change and trying to control the organization through structures and artificial forms gets us nowhere. It will surely create lifeless people, unable to change and adapt rapidly.

W-ONE has moved forward in numerous ways—I think at just the right speed. The members decided to

move from a one-year term for president to a two-year term. This will begin in 2002. The joint Patient Care and Legislative Committees working together with WNA reinforces and strengthens our voice across the state. The clerical contract with WHA will help alleviate some of the time and cost to individual officers and chairpersons and shift the responsibility to experts in the field. The joint effort with AONE to create a website for W-ONE is almost a reality. Our membership is made up of 220 leaders across the state. I would like to thank the W-ONE Board for all their work this year. Without them the organization could not exist and grow.

Congratulations and welcome to the new officers, elected at the fall conference:

President-elect: Gerri Staffileno

Secretary: Rosemary Ryan

Board Members: Faye Deich, Marti Klug, Beverly Hoege

Nomination: Randy LeRoy, Anne Paremski, Jim Greer, Patti Fischer, Mary Ann Clark

Also representing W-ONE on WHA and state committees:

WHA Public Policy - Karen Lautermilch

WHA Medical and Professional Affairs Advisory Council - Carolyn Friese

Wisconsin Nursing Coalition - Mary Lu Gerke

This year will certainly bring new challenges and dreams coming true. When you start mixing the cream, don't forget the sugar...don't forget to take care of yourself. Wishing you all the "wonder" of the holidays.

Mary Lu Gerke, W-ONE President

Dues Increase

At its fall conference business meeting, the W-ONE board discussed with the members an exciting opportunity. We have developed an agreement with WHA to provide clerical support.

For the year 2001, the agreement would include:

- Maintaining membership database
- Receiving and responding to membership questions
- Serving as a central switchboard and mail site for W-ONE
- Forwarding funds and information weekly to the appropriate W-ONE person, i.e. secretary, chairperson

- Receiving conference registration receipts and forwarding a list of attendees and registration to W-ONE
- Providing clerical support, approximately five hours per week

The total cost to W-ONE would be approximately \$5,200-\$6,000.

In the past, we have depended upon the workplaces of officers and chairpersons to support us with copying and mailings. In addition, individual members and their staff have spent numerous hours doing clerical work for us. Everyone's plate is overflowing. In order to get mailings and membership renewals out on a timely basis, we felt it was time to secure paid staff for this work. This will help us with all functions of the organization.

The extra financial disbursement required us to assess the current \$75 membership fee, which has been in place since 1994. At the November Board Retreat, we reviewed the impact of this increased expense on the budget. It was estimated we will need to increase the annual membership fee to \$100. In return, we believe each member will receive more frequent communications and updates of the rapidly changing health care policies, legislative issues and activities of the organization. As well as purchasing clerical support, W-ONE would like to develop a web page to keep members abreast of current events.

The bylaws allow the W-ONE board to set membership rates after solicitation of input by members. At the fall business meeting, members in attendance supported the purchase of clerical support, web page development, as well as a membership dues increase. Approximately 40 members attended.

In addition, the increase in secretarial support and subsequent increase in dues was strongly supported by a recent survey of the membership. Therefore, the W-ONE dues for 2001 will be increased to \$100. We thank our membership for your participation in helping make this difficult, but important decision.

2000 Annual Report -- Horizons

With this issue of Horizons, the membership will have seen four issues in 2000 including February, May, August and December. The various committees and their activities have been well represented in each issue. The content ranged from legislative and patient care updates to dissemination of changes to our bylaws to the welcome of new members. In fact, one of the goals identified for the Horizons this year was to provide feedback to the membership related to patient care and legislative issues. This was meant to insure that the members see that the voice of nursing leadership (W-ONE) is being heard in key places. It is hoped that the information has demonstrated the effectiveness of our organization and also that the information shared has been both helpful and timely.

To date we are within our budget and should end the year under the amount we projected one year ago when the budget was developed. This is despite the fact that the issues have been somewhat longer than in the past. Some of the expense of the design, printing and mailing has been offset by the running of advertisements which started in the May issue. This has been an opportunity to disseminate information about available leadership positions to the W-ONE membership and a nice service for both the advertiser and the individuals who may be looking for a position change.

In addition to sending Horizons to W-ONE members, our mailing list was expanded in 2000. In May, an issue was sent to all members of the Wisconsin Nursing Coalition as well as the Deans of the Schools of Nursing in the state. Those who were interested in receiving future editions were asked to return a form to us to be added to the mailing list. Approximately 20 additional individuals are receiving the newsletter each quarter as a result of that mailing.

In 2001, we hope to expand the number of advertisements in the newsletter and continue to welcome ideas for new columns, topics for articles or other suggestions for improvement.

Peggy Ose
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WNA and W-ONE Patient Care Committee Update

The Patient Care Committee is actively developing and implementing our goals and objectives for the upcoming year. We are excited as we move forward with joint representation from WNA and W-ONE. We have found a wonderful mix of experience now represented on the committee, including acute care, long term care, correctional health care, healthcare academia, as well as our ongoing representatives from WHA, Pharmacy Society and Metastar. We are also very excited to introduce a concept of "Patient Safety Award." At our meeting in November, the committee put further detail to the following goals and objectives. In the upcoming months we will proceed with the action plans.

Goal: Increase collaboration of W-ONE and WNA and other Healthcare Providers and Recipients

What will this committee do?

(Objectives) How will we do it?

(Action Plan of Resources and Strategies)

Expand collaboration efforts to include but not limited to WHA, Pharmacy Society of WI, Academics of Healthcare, Long Term Care, etc., in an effort to:

- Decrease duplication of efforts in regard to patient care issues
- Increase visibility and influence
- Be better informed of healthcare issues
- Bring key stakeholders to discuss issues related to health care
- Better identify health care issues across the continuum
 - W-ONE Patient Care Committee and WNA Nurse Practice Council meet jointly with a focus on patient care issues

Develop contacts with:

- WHA- on-going efforts in place
- PSW- representative on committee
- Academia-rep on committee
- Long Term Care-rep on committee
- Specialty Areas, such as Correctional Health, Parish Nursing, Community and Public Nursing, Black Nurses Association, etc.

Identify a consumer rep for the committee

Goal: Identify and communicate effective Patient Safety practices and initiatives

What will this committee do?

(Objectives) How will we do it?

(Action Plan of Resources and Strategies)

Develop a state wide "Patient Safety Award"

Benefits:

- + patient safety
- + collaboration and networking between disciplines
- + collaboration and networking between organizations

Portray Positive image of healthcare organizations to the public · Develop criteria for patient safety award that may include; initiatives that have shown to be effective, can be replicated, etc. Also will need to make the process simple. (by spring 2001)

· Develop marketing strategy for award which may include identifying associations for assisting with funding; legislative endorsement; developing panel including nurses, non-nursing people, quality experts, members of this committee, etc. (by spring 2001)

· Recognize the recipient (by fall 2001)

· Publicize all nominations at WHA, WONE, WNA conferences, and provide paper copies for all organizations(during last quarter of 2001)

The committee is pleased to welcome new members Joy Kachel, Sherrl Walker, Sandra Plach and Carol Glassroth. We also wish Elaine Kloepfel well as she retires. We feel an exciting year coming as we focus on collaborating with many healthcare disciplines as well as identifying and communicating patient safety initiatives. You are encouraged to utilize the Internet as an abundant resource for websites on patient safety. You may wish to start by using the WHA website at <http://www.wha.org/>, go to Patient Safety, the links are all listed. (If you need a username and password to enter the WHA site, please e-mail Tammy Hribar at thribar@wha.org and request one.) As always, we encourage and welcome new members to join the committee. If you are interested in joining us, please e-mail Betsy Benz at bbenz@stvgb.org or call 920/431-3063.

Betsy Benz
Chairperson, Patient Care Committee

2000 Program Committee Report

The program committee has been very active since our spring conference. We have set the dates and cities for our spring conferences through 2005. They are as follows:

2001	La Crosse – Radisson	March 28 – March 30
2002	Milwaukee	April 24 – April 26
2003	Madison	April 23 – April 25
2004	Wisconsin Dells	March 24 – March 26
2005	Eau Claire	March 23 – March 25

In addition, we have taken feedback from our last conference and incorporated some of these ideas into the planning of the spring conference which will be held at the Radisson in La Crosse. The theme for the conference has a "western" flavor and will include fun and entertainment. The title of the conference is:

Round Up All Your Resources: Personal and Professional
Keynote speakers: Tom Thibedeau *The Time of Your Life*
Tom Jadin *Survive and Thrive in Times of Change*

We will also offer six breakout sessions:

- Generational differences in the workforce
- Career planning
- Government affairs update (including how to be politically active)

- Personal health maintenance
- Strategic planning
- Creativity

In addition, we are able to offer CEAP credits, which are being offered by St. Vincent Hospital in Green Bay.

We look forward to seeing everyone this spring to learn, network and have some fun.

Mark Bostwick
Chairperson, Program Committee

2000 Annual Report Marketing and Public Relations Committee

At the W-ONE spring conference, the Marketing Committee had several new logo items available for sale. These included fleece pullovers, leather-look briefcases, and ink pens. The annual "Fishing for Fun" drawing opportunity also was held. Items for the drawings included a blue gemstone ring, globe necklace, an item of luggage, gift certificate for \$50 to Dayton's and two bath baskets. Approximately \$900 was netted as contribution to the organization from our sales and drawings.

At the fall WHA conference, logo items were available at the W-ONE hospitality suite. New fleece pullovers were available as well as 4 x 5 1/2-inch notepads, briefcases and ink pens. A total of \$290 in sales occurred at the conference with approximately an additional \$750 in expenses. The remaining inventory will be available at the 2001 spring conference. The total net income for the year from Marketing Committee activities was \$554. Also this past year, work began on establishing a website for our organization. Contacts have been made with AONE for assistance in designing our site as well as hosting it. If approved by the Board of Directors, development of the site will proceed soon.

2000 Finance Report

I. Financial Status (01/01/00 – 11/11/00)

Current Accounts

W-ONE checking account – M&I Bank \$25,939.84
W-ONE investment account – Equico \$28,262.88
Total \$54,202.72

II. Program Committee was \$3,200 over budget. Most of this related to speakers' fees and hotel costs.

III. Board expenses are under budget. Costs for retreat are not yet included.

IV. Horizons is running over in purchased services; however \$600 was paid for last fiscal year, so we are actually under budget for this fiscal year.

V. Membership dues are \$1,000 under projected for this year.

VI. Patient Care Committee is running over budget in travel.

VII. Education/Research – budget report does not list \$1,000 stipend paid. Still unable to fix this on the budget report.

VIII. Finance Committee budget report does not include the \$500 paid to her.

IX. Plan to purchase \$10,000 CD prior to the end of the year.

X. At the Annual Meeting of the Board of Directors, the budget for 2001 was reviewed and refined. With a dues increase to \$100 per member, our budget is projected to be balanced between revenues and expenses.

Sue Straub, Treasurer

2000 Membership Committee Report

Total W-ONE membership is 220, with 53 new members this past year. We would like to welcome the following, who have joined the organization since September:

- Sally Lersch, Director, St. Vincent Hospital, Green Bay
- Zarina Dawoodthai, Manager, Oconomowoc Hospital
- Eileen Hayes, COO/Administrator, Lutheran Home, Wauwatosa
- Susan Johnson, Department Director, Sacred Heart Hospital, Chippewa Falls
- Karen Matzke, Vice President, Franciscan Skemp Healthcare, La Crosse

- Diane Olson, Clinical Manager, Gundersen Lutheran Medical Center, La Crosse
- Linda Miller, Perioperative Clinical Manager, Gundersen Lutheran Medical Center, La Crosse

For the 2001 membership drive, the Membership Committee will be offering a great opportunity. A "Get Away Stay" or gift of cash valued at \$250 will be given to the member recruiting the most new members. More information will follow in December when the membership renewal/application forms are mailed.

Jackie Lee, 2000 Membership Committee Chair

Bylaws Annual Report

The Bylaws Committee met twice this fiscal year. Major changes in the bylaws are allowing for a two-year term for the president, thereby providing better continuity and visibility among other professional organizations.

In addition, the bylaws have been changed to allow for more than one business meeting to be conducted annually. Consequently, more members have the opportunity to participate in the business of the organization.

Membership for students aspiring to be leaders has also been strengthened in the bylaws. Rules and regulations have also been updated and distributed to the Board.

Committee members including Patricia Van Acker, Mary Ann O'Brien and Barbara Johnson are commended for their work this past year. They are very competent, knowledgeable individuals who do an excellent job. Patricia Van Acker has graciously agreed to assume the role of Bylaws Committee Chairperson for Fiscal Year 2001. Congratulations Pat!

Rosemary Ryan, Bylaws Committee Chair, 2000

Do you have a Message you wish to share with Horizons Readers?

Horizons now accepts advertising from health care organizations or any responsible group that wishes to communicate with W-ONE members.

Advertising rates are:

Quarter page \$250

Half page \$500

Three-quarters page \$750

Full page \$1,000

All display advertising must be camera-ready, comply with page size requirements (available from Horizons Editor Peggy Ose) and will be printed in black ink only. All ads should be submitted electronically in a PC compatible format. Advertisers will be charged for halftones, special screens or other art services. Sorry, we cannot accommodate full bleeds, and advertisers are cautioned against heavy ink coverage over large areas.

Ads will not be accepted for placement on pages 1 or 2; however, advertisers may request placement on other specific pages of an issue.

Ads will not be accepted if, in the judgment of the editor, the product, service or other information to be conveyed is in any way harmful to the nursing profession or would be distasteful to W-ONE members.

If your organization would like to place an ad in the next issue of Horizons, contact Peggy Ose for the advertising deadline.

Member Checklist

Please contact Jackie Lee, 608/785-0940, whenever you have a change in either employment or residential address to guarantee timely mailings.

Submit articles for publication in the next issue of Horizons to Peggy Ose, 715/421-7427.

If you are interested in being a part of a specific committee, contact the committee chair.

Stay in touch . . .

Please be sure to stay in touch. If your facility, phone number, e-mail address or other information changes, be sure to notify Jackie Lee of the Membership Committee (lee.jacalyn@mayo.edu). If we don't yet have your e-mail address, please communicate it to us as well.

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.

W-ONE Board of Directors: President: Carolyn Friese; President-elect, Gerri Staffileno; Secretary, Rosemary Ryan; Treasurer, Sue Straub; Past President, Mary Lu Gerke

W-ONE Board Members: Beverly Hoege, Shirley Larson, Peggy Ose, Diane Postler-Slattery, Faye Deich, Marti Klug

Editor: Peggy Ose