

February 2003

HORIZONS

President's Message

Dear W-ONE Colleagues,

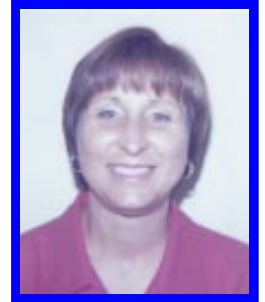
I would like to inform you of an exciting initiative developing in the state related to the nursing shortage. As you know, there have been several proposals by different organizations throughout the state to address the shortage. These attempts to solve the shortage have resulted in a diluted voice for nursing when seeking funding and other resources. At the December 9 conference sponsored by the Wisconsin Nursing Redesign Consortium, agreement by participants was reached that a statewide agenda is required to aggressively develop a strategic plan to identify solutions for the nursing shortage in Wisconsin. The proposal is modeled after the Oregon experience and I know that both Michigan and South Dakota are looking at similar initiatives.

Therefore, the Wisconsin Nursing Redesign Consortium is launching a project that seeks to bring together a group of nurse leaders to form the Wisconsin Leadership Council who will undertake the task of developing a statewide strategic plan for addressing the nursing shortage. The council will be comprised of designated representatives from the State Board of Nursing, Wisconsin Association of Associate Degree Nursing Education Administrators, Wisconsin Association of Collegiate Schools of Nursing, Wisconsin League for Nursing, Wisconsin Nurses Association, Wisconsin Nursing Redesign Consortium and the Wisconsin Organization of Nurse Executives. In addition, four at-large members representing diverse interest groups will be selected for inclusion on the Council. The Council will begin meeting for the next year to tackle issues contributing to the shortage and develop a statewide strategic plan outlining goals and strategies for the nursing shortage.

The Board has endorsed Faye Deich, President-elect, to represent our organization as well as Carol Winegarden, Chair, Retention and Recruitment as the alternate. I believe it is a wonderful opportunity for our organization to be at the table to shape the future. I am committed to keeping you informed of this initiative as it develops. Please feel free to contact Faye, Carol or me with any questions or comments.

Discussion of this initiative at the Board meeting this month prompted us to question the W-ONE proposed strategic plan as we had designed it. Therefore, we will be devoting a day's work in March to re-tool our plan. A communication will be planned for presentation at the Spring Conference Business Meeting. (An extra incentive to attend!)

I look forward to seeing you at the Spring Conference in Madison in April, our Program Committee has planned a wonderful event—so dig out the saddle shoes and poodle skirts. *Be there or be square!*



Gerri Staffileno
W-ONE President



Mark Your Calendar for the "Rockin" W-ONE Annual Convention

Pull out your poodle skirt and bobbie socks or your leather jacket when packing for this year's W-ONE Annual Convention. The 2003 convention, with the 50s sock hop theme, will be held in Madison on April 23-25. Vicki George, senior vice president and

chief nursing officer for Catholic Health Initiatives, will open the event by speaking on the benefits for your health care organization of achieving magnet status.

New for 2003 is the group discount, so plan to bring your co-workers. For facilities that register four or more people, each person in the group will receive a \$50 discount on the registration fee. Remember—you don't need to be an RN or a current W-ONE member to attend the Annual Convention.

Several vendors are offering financial support to this year's convention, but there is still time and space for you to submit your sponsoring vendor recommendations. For those who do secure a sponsor commitment from a vendor, each will receive a \$50 discount on the registration fee.

Educational events will be held at the Monona Terrace Convention Center, and all social events and accommodations will be at The Madison Concourse Hotel. Shuttle service between the two locations will be provided throughout the convention.

Watch for full agenda and registration information to arrive by the end of February. For more information or for vendor recommendations, contact Jennifer Frank, WHA, at 608-274-1820, or via email at jfrank@wha.org.

"Maximizing Patient Safety"

W-ONE members are encouraged to visit Wisconsin Patient Safety Institute's (WPSI) website at wisconsinpatientsafety.org for information on patient safety as well as links to other patient safety sites. Many members have reviewed the publication entitled "Maximizing Patient Safety in the Medication Use Process: Practice guidelines and best demonstrated practices." They have found the publication to be an excellent resource to assist in patient safety efforts. You may request a copy of the publication from the website or call WPSI at 608-283-5497.

Legislative Report

Now that the election is behind us and the New Year has begun, we are ready to move ahead with initiatives for the 2003 calendar year. The legislative committee is planning to meet on Friday, February 14 to establish our plans for the year. If you have specific issues that are of concern to you; please let us know. In addition, if you are interested in joining the Legislative Committee, as always, we welcome new members and fresh ideas.

Karen Lautermilch, klautermilch@sns.hshs.org

Membership Renewals

Membership application and renewal forms were sent to all members in November and reminder notices were mailed in January. If you have not received a renewal, notice please contact Dottie Hayden, 715/233-7636 or the WHA office, 608/268-1806.

Membership to date is as follows:

New members - 24

Renewals - 144

Honorary members - 12

TOTAL members - 180

A drawing will be held at the W-ONE Spring conference in Madison on April 23-25 for a lucky W-ONE member whose renewal application was received by the end of December.

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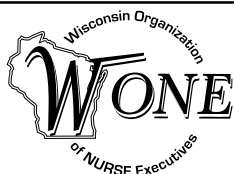


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Horizons is published quarterly as the newsletter of the Wisconsin Organization of Nurse Executives. Articles on nursing, management and health care issues, and letters to the editor are welcome. Display and classified advertising are accepted. For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

2003 W-ONE Board of Directors: President: Gerri Staffileno; Secretary, Susan Peterson; Treasurer, Janice Giedd; Past President, Carolyn Friese
2003 W-ONE Board Members: Peg Sebastian, Mary Lu Gerke, Patricia Schroeder, Jan Hutchens, Nancy Wilde, Gini Davis
Editor: Peggy Ose

Make Your Voice Heard: Attend WHA's Advocacy Day April 8, Madison

One voice, one vote, can make a difference. It is important that those who support hospitals make their voices heard as our elected representatives debate and decide issues that are critical to Wisconsin's community-based hospitals. On April 8, the Wisconsin Hospital Association will host Advocacy Day, an annual legislative event designed to motivate and educate health care employees, volunteers, trustees and their legislators on health-related issues. Scheduled visits with legislators at the capitol are part of this year's agenda.

The participation of W-ONE members is valued and vital to the success of Advocacy Day. "With new leadership in the governor's office and in the legislature, now is the time for all involved in health care, particularly those in leadership roles such as W-ONE members, to step forward, voice your concerns and help shape the future of health care for our communities and our patients," according to WHA President Steve Brenton.

The event will be held Tuesday, April 8, at Monona Terrace Community and Convention Center in Madison. There is **no cost** to attend Advocacy Day.

Registration materials will be distributed in early February through the WHA newsletter and packet, and they will be available at www.wha.org. For more information, contact Jennifer Frank at WHA, 608-274-1820, or email jfrank@wha.org.

Mark your calendars for WHA's 2003 Events:

- April 8: WHA Advocacy Day--Monona Terrace, Madison
- June 25-27: WHA Rural Health Conference--Kalahari Resort, Wisconsin Dells
- September 24-26: WHA Annual Convention--Grand Geneva Resort, Lake Geneva

For more information about WHA's 2003 educational events, visit www.wha.org.

Call for Donations—Marketing Committee

Please consider donating an item for the silent auction to be held at our Spring Conference. The revenue generated by this event greatly helps the operations of our organization. We are looking for items valued at a minimum of \$40. Items that generate a lot of interest include signed sports memorabilia, paintings and other artwork and, of course, jewelry. Ideas for other special items would be appreciated. You may know of a business that would be generous in donating to our organization. Remember, the item must be desirable statewide. If you are able to donate an item or have any questions or suggestions, contact Faye Deich at fdreich@shc.hshs.org by March 31, 2003.

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Director of Emergency Services Director of New Beginnings Birthing Center

We're seeking two exceptional leaders to oversee the development, provision and coordination of our Emergency Services Department and our New Beginnings Birthing Center. These challenging and rewarding positions will involve working to continuously enhance the effectiveness and efficiency of patient care while also fostering an environment of professional practice and nurturing strong department relationships. Qualified candidates possess a bachelor's degree in nursing, nursing management or administration or equivalent and at least 5 years of staff nursing experience in an acute care facility. Expertise in Emergency Services or Obstetrics and excellent critical thinking and prioritization skills are also essential to success. A master's degree in administration or nursing administration, certification in a nursing specialty and completion of a management program are beneficial.

Dialysis RN - Team Leader

Accept the challenge in this newly created position responsible for planning and providing comprehensive nursing and dialysis care for acute patients. You will oversee development of the dialysis program and other dialysis-related projects. An active Wisconsin nursing license, CPR certification and a minimum of 1 year of dialysis experience are required. A bachelor's degree in nursing and specialty certification are beneficial.

Join the nursing team at Wausau Hospital – a state-of-the-art, 321-bed facility honored with *U.S. News & World Report's* coveted Best Hospital Badge. Visit our Web site at: www.chesys.org to apply online or phone 1-800-283-2881, ext. 72800 for an application or more information. Please reference Ad Code HOR1. EOE M/F



At Wausau Hospital, we're enjoying the pride that comes from being one of the best. Our dedication to high quality care, and the professionals who provide it, has earned us the honor of being named a Top 50 Center for Cardiac Care and Cardiac Surgery and a Top 50 Center for Treating Respiratory Disorders by U.S. News & World Report. We've also been recognized as one of the 100 Top Stroke Hospitals by Modern Healthcare and one of the "Top 100 Cardiovascular Hospitals" by Solucient. What's more, our U.W. Cancer Center is just one of four sites affiliated with the prestigious University of Wisconsin Comprehensive Cancer Center in Madison. Join our top team and enjoy the advantages of being part of the best.

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Member Checklist

- Please contact Shannon Nelson whenever you have a change in either employment or residential address to guarantee timely mailings.
e-mail: snelson@wha.org or 608/268-1806.
- 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.

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