



February 2004

# HORIZONS



## President's Message

Happy New Year in 2004! I am excited to begin the year as your new President and want to share with you our recent Board retreat activities related to our Strategic Plan. We recently gathered to review the status of the existing plan and then adjusted and added to it to put forth the current year's plan. The major areas we focused on are as follows.

1. W-ONE will influence and actively participate in efforts to create positive and healthy work environments essential to practice excellence. The work related to this goal would include developing an evidence-based position paper expressing guiding principles to determine appropriate staffing.
2. W-ONE will develop strategies for enhancing the development of nurses holding and aspiring to managerial leadership roles. This goal would include efforts at providing certification and other information related to management education to the membership in an effort to promote managerial growth.
3. W-ONE will continuously create new value in membership and engagement in the organization. This goal relates to assessing the effectiveness of our actions to date through another Zoomerang Survey of the membership and enhancing the web site with managerial tools.
4. W-ONE will collaboratively influence Wisconsin initiatives that impact healthcare policy. This goal includes our work with the Wisconsin Nursing Leadership Council as well as strengthening our work with and ability to influence legislator positions on issues related to health care.

The Board focused on fewer numbers of goals with the intent of accomplishing all that we set out to achieve.

There has been some activity related to a legislative bill to eliminate mandatory overtime. We had worked closely with the leadership of the Wisconsin Nurses Association to develop a joint statement indicating that we were opposed to the idea of legislation around this issue. W-ONE indicated we believed that it should only be used as an option of last resort. Unfortunately, WNA was not able to marshal support among its membership at this time. Future discussions are planned with the hope of achieving common approaches that both organizations can support.

The Board also discussed the recent Institute of Medicine's preliminary report regarding nursing and safety. This is an important area that we will be spending more time on in future board meetings as it is an important study impacting nursing and nursing leadership across the country.

Lastly we are looking forward to a great spring conference April 28-30 in Green Bay. Our keynote speaker is Mary Foley from the American Nurses Association. We will also be enjoying a theme of "Pirates of the Caribbean." We look forward to seeing all of you there!

*Faye Deich, 2004 W-ONE President*

## Annual Report - Horizons

### *Changes planned for distribution of Horizons beginning with May issue...*

The membership has again seen four issues of our Horizons newsletter over the past year in the months of February, May, August and November. It is my hope that the members of W-ONE found the reports from the various committees included in each issue both helpful and informative. The Horizons is one of many means of communication with the W-ONE members. A major goal of W-ONE, the Horizons publication and our other means of communication is to ensure that the members see that the voice of nursing leadership (W-ONE) is being heard in key places and that we are influencing legislative decision making. It is hoped that the information communicated to you has demonstrated the effectiveness of our organization.

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. Some of the expense of publication has again been offset by the running of advertisements which started in 2000. 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 2004, we are planning a major change in distribution of the newsletter.** Since the vast majority of our members have e-mail, as of the NEXT issue (May 2004), we will be distributing the Horizons by e-mail versus through the US Post Office. If we do not currently have an e-mail address on file for you, please send it to Pam Aud at WHA at [paud@wha.org](mailto:paud@wha.org) so that we can get the newsletter to you on a timely basis. If you do not have e-mail, each issue will be posted on the W-ONE Website when it comes out. An archive of Horizon issues also will stay on the web site. Please provide any feedback to me, positive or negative, related to this change.

As always, we continue to welcome ideas for new columns, topics for articles or any other suggestions for improvement.

Peggy Ose, Editor  
E-mail [vpps@rhahealthcare.org](mailto:vpps@rhahealthcare.org)  
Phone: 715-421-7427 Fax: 715-421-7551

**For those of you who have been around in W-ONE for awhile, we wanted to share a letter from a former member and the first W-ONE president . . .**

Dear Members of W-ONE,  
I really enjoy receiving HORIZONS and the notices of your excellent programs. Some of you will remember me and the fun times we had together. I was the first W-ONE president, and my goal is to get back to Wisconsin for one of your annual events to renew old friendships. I am still working full time and still enjoying it. Have a wonderful year and enjoy being a part of W-ONE. It's a great organization.

Sincerely,  
Julie Lohman

## **An Opportunity to Learn More About Your Organization**

The W-ONE Board of Directors is again excited to invite the members of W-ONE to any and all Board Meetings for which you can be available. Attending a Board meeting is an excellent opportunity to learn about your W-ONE organization and also the issues facing us on a statewide and national level.

Let Faye Deich know if you are able to attend a particular meeting. Lunch is provided and we wish to ensure that an adequate amount is ordered. Meetings are at the Wisconsin Hospital Association building in Madison unless noted otherwise.

The upcoming meetings are as follows:

**Friday, March 19:** 10-2:30

**Wednesday, April 28:** Time to be determined

This meeting will be at the site of the Spring Conference in Green Bay

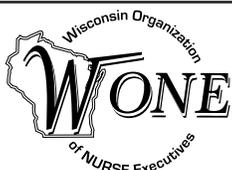
**Friday, June 18:** 10-2:30

**Friday, August 20:** 10-2:30

**Wednesday, September 15:**

Time to be determined -- This meeting will be at the site of the Fall WHA convention in Lake Geneva

**Friday, November 19:** 10-2:30



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.

2004 W-ONE Board of Directors: President, Faye Deich; Secretary, Susan Peterson; Treasurer, Janice Giedd; Past President, Gerri Staffileno  
2004 W-ONE Board Members: Peg Sebastian, Bev Hoege, Jan Hutchens, Gini Davis, Joan Beglinger, Mary Ann Clark, Diane Strack  
Editor: Peggy Ose

## Ahoy Maties! All Nurse Leaders To The Deck

Remember to "Set Your Sails" on the WONE Spring Conference, April 28-30 at the KI Convention Center/Regency Suites in Green Bay. "Pirates of the Caribbean" is our theme this year.

Last year we had "**Excellent**" comments from those in attendance. "Every year the conference improves, this year was no exception." "Great professional networking, information and time to enjoy the company and conversation of our colleagues." "Wonderful information, laughter and fun all in one conference, how wonderful."

We have a wonderful "**crew**" gathered again this year to provide the educational sessions, and we look forward to the evening events, including walking the plank and prizes for best pirate costume, biggest pirate hat, most "homely wench," the longest cutlass, and much more.

Some items to consider this year:

- √ Group discounts of \$50 per person for facilities that have 5 or more staff registered to attend.
- √ We will have an opportunity for a "guest meal" registration for the Thursday night meal and entertainment.
- √ CEUs again will be offered.

**We need your help.** We are in need of vendors to exhibit their products or services. It's vendor support that allows W-ONE to continue to offer a better convention each year and maintain the reasonable registration fee. The vendor exhibit fee is \$1,000, which includes a full convention registration. They will have access to over 150 of Wisconsin's nurse leaders while they are exhibiting, and can exhibit throughout the day on Thursday, April 29. Your role in this is to make the initial contact with the vendor. Once you get them to see all the benefits of exhibiting, forward their name and contact information to Jennifer Frank, [jfrank@wha.org](mailto:jfrank@wha.org). Anyone facilitating us in committing a vendor to exhibit at our conference will receive a \$100 discount off of his/her registration fee (that's 50%!) and recognition during the conference.

A full convention brochure, agenda and registration form will be mailed out in late February and available on the W-ONE web site at [www.w-one.org](http://www.w-one.org). You don't need to be a WONE member or an RN to attend, so convince some of your co-workers who have responsibility for leading nurses to attend as well.

*Jeff Euclide  
alias "Blue Beard"*

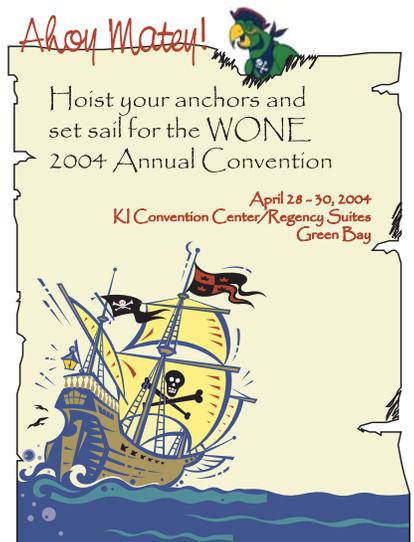
## Legislative Report

The Legislative Committee last convened at the joint meeting of W-ONE/WNA in August at which time the joint position statement regarding mandatory overtime and staffing ratios was designed. That draft was sent to the membership late last year with the hope of it being used as a joint statement to legislators in the fall. Since the draft was not approved by WNA, the legislative visits have been postponed.

The position of the W-ONE Legislative Committee is to continue to seek common areas for agreement between W-ONE and WNA. This is an effort to provide a unified voice for nursing in Wisconsin as we all are concerned about promoting quality outcomes and patient safety in our workplace.

Legislative bills surrounding Mandatory Overtime were shared in hearings on December 17, 2003. Judy Warmuth of WHA provided testimony on behalf of W-ONE and continues to monitor the activity of the bill. At this moment, the bill remains in committee. We each have responsibility to contact our legislators and inform them of practices in our settings supporting work environments which enhance professional practice.

The Legislative Committee meets again at WHA in Madison on February 13, 2004 at 10:30am. You are welcome to attend!!



*Beverly Hoege*

## News from WHA

*Judy Warmuth, WHA Staff*

WHA's new Council on Workforce Development met for the first time in January. It was an exciting first. Many of the members are new to WHA activity but everyone on the group is already involved in workforce issues. Of course, I listened to the conversation with a bias. There was great discussion about the issues, activities currently underway and problems that continue.

Terry Ludeman and Sue Gleason of the Department of Workforce Development presented data on the labor force in Wisconsin. That data is very sobering. Wisconsin is aging rapidly, more rapidly than most states. We have a serious shortage of young workers which is a problem both for current workforce issues and for replacement of workers expected to retire in the near future. Too many of Wisconsin's educated workforce migrate to other states.

I think the group was distressed by all of this, but the biggest concern was reserved for the fact that more than 20% of our students don't graduate from high school. It is difficult to get them into health related programs if they never finished high school.

Discussion time was spent on many issues. Lack of diversity in the workforce and in students entering health professions, concerns about numbers of faculty available to teach and the age and aging of the workforce were focal points of the conversation.

WHA also held a press conference to introduce Healthier Choices, our plan to reform health care. The Plan was offered jointly with WMC (Wisconsin Manufacturers and Commerce) and Wisconsin Association of HMO's. The entire plan is available at [www.wha.org/newsCenter/pdf/2004healthierchoices1-7.pdf](http://www.wha.org/newsCenter/pdf/2004healthierchoices1-7.pdf) The recommendations in the plan relate to promoting quality, making health care affordable, promoting healthier choices, growing the health care workforce and adequate reimbursement.

In other news, the Task Force on Wisconsin's Future Physician Workforce met for the final time last week. Recommendations will be sent to the members for review and approval in the near future and the final report is expected to be made public in March.

Last, bills on Licensing of Interpreters for the Deaf and Healthcare Worker's Conscience Clause have been passed out of committee. The Ban on Mandatory Overtime remains in committee.



## Plan Now to Attend WHA's Advocacy Day

On April 7, the Wisconsin Hospital Association will host Advocacy Day, an annual legislative event designed to motivate and

educate health care employees, volunteers, and trustees on health-related issues and grassroots advocacy opportunities. Fred Grandy, former congressman in the U.S. House of Representatives and former president/chief executive officer of Goodwill Industries, one of the nation's largest non-profit organizations, will headline the 2004 event. Grandy will discuss the importance of grassroots advocacy and how to take action, from his perspective as both a former legislator and non-profit leader.

Advocacy Day is a key event for Wisconsin hospitals. The participation of W-ONE members is valued and vital to the success of Advocacy Day. "All involved in health care, particularly those in leadership roles such as W-ONE members, should continue to participate, 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 is on Wednesday, April 7, at Monona Terrace Convention Center in Madison. As always, there is **no cost** to attend Advocacy Day. The full brochure with registration material is available at [www.wha.org](http://www.wha.org), along with easy, on-line registration. If you would like a brochure mailed to you, contact WHA. For more information, contact Jennifer Frank at WHA, 608-274-1820, or e-mail [jfrank@wha.org](mailto:jfrank@wha.org).

**The W-ONE Bylaws Committee is looking for new members. If you're interested, call Pat Van Acker at 715-479-0326.**

## Nominating Committee 2003

The Nominating Committee members would like to express appreciation to the members who were prepared to serve our organization by being on the election ballot and honor the many nominees for the 2003 Nurse Leader.

**Gerri Staffileno** was honored as the W-ONE Nurse Leader at the September WHA/W-ONE Fall Conference (See November Horizons). W-ONE is the progressive, valuable organization that it is due to the contributions of many Nurse Leaders in Wisconsin. The candidates are nominated by their CEOs, peers in their places of work or in W-ONE, or by their staff. Six criteria that are point-weighted are used to select the Nurse Leader for the year.

### The other 2003 nominees were:

**Nicole L. Clapp**, Director of Patient Care Services, Grant Regional Health Center, Lancaster

**Wendy Damm**, Vice President of Patient Care Services, Columbus Community Hospital

**Rose Labriola**, Vice President-Patient Services, St. Francis Hospital, Milwaukee

**James Mugan**, Vice President-Patient Care Services, Agnesian Health Care, Fond du Lac

**Diane Postler-Slattery**, COO, Wausau Hospital

**Rosemary B. Ryan**, Associate Director of Patient Care Services, Wm S. Middleton Memorial, Madison

**Linda Scalzo**, Vice President, Patient Care Services, Elmbrook Memorial Hospital, Brookfield

**Kay Wipperfurth**, Vice President-Patient Services, Fort Atkinson Memorial Health Services

**Ellen Zwirlein**, Dir. of Nursing, Respiratory, Therapy and Pharmacy, Prairie du Chien Memorial Hospital

We are also pleased to introduce the **officers and members elected to the Board:**

**Janice Giedd**, Patient Services Division Manager, St. Joseph's Hospital, Chippewa Falls, was re-elected Treasurer

### New Board Members:

**Joan Beglinger**, RN, MSN, MBA, FACHE, Vice President Patient Services, St. Marys Hospital Medical Ctr., Madison

**Mary Ann Clark**, RN, MSN, Director of Nursing, Cumberland Memorial Hospital

**Diane Strack**, RN, MS, Vice President/ Nursing Executive, West Allis Memorial Hospital

I would also like to recognize the Nominating Committee for their participation.

**Alice Allen**, Director of Nursing Practice, Mercy Health System, Janesville

**Mary Ann Clark**, Dir. of Nursing, Cumberland Memorial Hosp.

**Jim Greer**, Nurse Executive, Wisconsin Dept. of Corrections

**Randal LeRoy**, Director ICU, St. Mary's Ozaukee

**Peggy Ose**, Vice President Patient Services, Riverview Hospital, Wisconsin Rapids

**Susan Peterson**, Director, Quality Improvement and Risk Management, Wisconsin Heart Hospital, Milwaukee

It was a pleasure to chair the Nomination Committee in 2003.

*Shirley A. Larson, RN, MSN, Division Manager*

*Clement J. Zablocki VA Medical Center, Milwaukee*

## Update on Wisconsin Patient Safety Institute (WPSI)

WPSI supported another successful Patient Safety Forum this past fall. The evaluations were positive in that attendees acquired many tools and other information that they felt was helpful. To order presentation material, refer to the WPSI website.

Current WPSI work teams have been actively focusing on "High Alert Medications," "Surgery Verification" and "The Milwaukee Patient Safety Collaborative." Please watch your e-mail for more specific information on these two activities. You should be receiving quarterly updates, forwarded to you from W-ONE electronically with WPSI activity updates. Notify W-ONE if you are not.

The Board of Directors for the WPSI met in early February. The board reviewed feedback from a recent survey. Thank you to any W-ONE members that participated in this survey. The results help WPSI define the strategic plan. The survey asked questions about the strengths and weakness of WPSI, what value WPSI offers to individuals and/or organizations, as well as suggestions for improvement. This feedback also allows WPSI to focus on sustainability.

You are encouraged to visit the website at [www.wpsi.org](http://www.wpsi.org) for further patient safety information including the results of the recent survey on medication safety as well as a link to the Gunderson Lutheran website where you will find information on their Ambulatory Patient Safety Toolkit. If you have questions about WPSI or information you would like brought to WPSI, please contact Betsy Benz at [bbenz@stvgb.org](mailto:bbenz@stvgb.org) or call 920-431-3063. To speak with WPSI staff directly, contact A.B. Orlik, CEO at [abo@wpsi.org](mailto:abo@wpsi.org) or call her at 1-800-762-8976.

*Betsy Benz*

## Membership Committee Report

The W-ONE membership drive for 2004 is well on its way. Membership renewal applications were mailed at the end of 2003. If you have not received a renewal application, you may contact Pam Aud at the WHA office: [paud@WHA.org](mailto:paud@WHA.org) or 608/268-1806 or Dottie Hayden at [hayden.dottie@mayo.edu](mailto:hayden.dottie@mayo.edu) or 715/233-7636.

Membership renewals are arriving regularly and we are excited to have many new members sending in their applications.

Drawings will be held at the Spring conference for all of those members sending in renewals before the end of January and for new members attending the conference for the first time. One of the goals of W-ONE is to increase the percentage of hospitals and agencies in Wisconsin that are represented in our organization. Person to person contact remains our best recruitment tool.

*Dottie Hayden, Membership Committee Chairman*

## New Members 2004

Joy J. Ackley, Administrator, Orthopaedic Hospital of Wisconsin, Glendale  
Lori L. Barto, Director/Manager, Divine Savior Healthcare, Portage  
Jill M. Baxter, Director/Manager, Mercy Health System, Janesville  
Allison R. Berg, Director/Manager, Divine Savior Healthcare, Portage  
Linda J. Bodien, Nurse Executive, Ministry Home Care, Marshfield  
Julia A. Brantmeier, Nurse Executive/Director/Manager, Friendship Living Centers, Milwaukee  
Dr. Nancy E. Cervenansky, Dean, College of Nursing, Cardinal Stritch University, Milwaukee  
Jody M. DeRosa, Director/Manager, St. Marys Hospital Medical Center, Madison  
Lori L. Ferries, Director/Manager, Franciscan Skemp Healthcare, Sparta  
Peggy Glander, Nurse Executive, Howard Young Health Care, Woodruff  
Holly K. Halberslaben, Director/Manager, St. Marys Hospital Medical Center, Madison  
Rene Iannarelli, Director/Manager, Sacred Heart-St. Mary's Hospital, Inc, Rhinelander  
Pamela J. Krueger, Director/Manager, Wausau Hospital, Wausau  
Linda K. Lenz, Director/Manager, Myrtle Werth Hospital, Menomonie  
Karen A. Lockard, Nurse Executive, Columbus Community Hospital, Columbus  
Jane K. Martin, Nurse Executive/Director, Sheboygan Memorial Medical Center, Sheboygan  
Maureen P. McCausland, Senior Vice President, University of Wisconsin Hospital & Clinics, Madison  
Jan M. McKichan, Nurse Executive, Hayward Area Memorial Hospital, Hayward  
Mary D. Morrison, Director/Manager, Osceola Medical Center, Osceola  
Del D. Nell, Associate Patient Care, St. Mary's Hospital Medical Center, Green Bay  
Kathleen A. Ojeda, Director/Manager, Veterans Administration, Milwaukee  
Shelly J. Parsells, Director/Manager, Wausau Hospital, Wausau  
Jean L. Peavey, Nurse Executive, Baldwin Area Medical Center, Baldwin  
Elizabeth A. Schreiber, Director/Manager, Flambeau Hospital, Park Falls  
Suzanne G. Schuler, Nurse Executive, Milwaukee Co. Behavioral Health Division, Milwaukee  
Pat A. Swinford, Dean, Bellin College of Nursing, Green Bay  
Gary B. Tiesling, Director/Manager, Sacred Heart-Saint Mary's Hospital, Inc. Rhinelander  
Shelly A. Waala, Administrative Supervisor, Community Memorial Hospital, Menomonee Falls  
Laurie J. Wensink, Director/Manager, Columbia-St. Mary's-Ozaukee Campus, Mequon  
Faye H. Zwieg, Nurse/Executive, St. Luke's Medical Center, Milwaukee

## Personal Advertisement

### ZCONEs seek other ZCONEs for short-term/long-term relationship.

If you are (or want to be) Zany, Creative, and Otgoing, please join the W-ONE Marketing committee. Our main goal in life—to have fun and create a zany and fun-filled atmosphere for the W-ONE spring conference. The experience promises minimal risk and great rewards. Help other ZCONEs make the 2004 spring conference a wacky and wonderful event. To join, contact the Grand ZCONE, aka, Tim Gengler at [timg@waushosp.org](mailto:timg@waushosp.org) or at 715/847-2436.

**Z** = Zany, **C** = Creative, **O** = Outgoing, **NE** = Nurse Executives

## WNA Coalition Report

The WNA Coalition met on November 20, 2003 at the WNA office in Madison. Pat Keller is the new chair of the coalition and president of WNA. Three areas of focus include: palliative care, the increased demand for nurses and the nurse's role in emergency preparedness.

One focus of the coalition is to help to create standards surrounding palliative and end of life care activities. Discussion surrounded the efficacy of advanced care planning, care for the caregiver, educating communities about the process and need to complete health care power of attorney forms and the provision of education to caregivers about end of life choices.

An advisory council for palliative care to address some of the above issues is being organized. Gina Dennik-Champion of WNA is seeking someone from W-ONE who has an interest to serve on this council. If you are available and interested, please contact me.

Workforce development continues to be another area of focus. The Wisconsin Nursing Redesign Consortium met in December in Waukesha to articulate the vision for nursing and a plan for an adequate nursing workforce in Wisconsin. This group continues to evolve with 5 main strategies at this time. Carol Weingarten and Faye Deich represent W-ONE on the consortium.

Discussion was also held on the roles and responsibilities of nurses in emergency preparedness. Recently, the EPIQ survey was conducted online. While the response rate was low, the results that were received indicated a lack of knowledge about current preparedness of nurses and what may be needed and /or expected in a major disaster.

The next meeting is March 25, 2004 at the WNA office.

*Beverly Hoegel*

---

## Wisconsin Nursing Leadership Council for Strategic Planning Update – January 2004

The Recruitment and Retention Committee's focus this year has been to participate with the Wisconsin Nursing Leadership Council for Strategic Planning to establish a strategic plan for nursing. In a nutshell, the work done to date has been to pull together the major nursing groups in the state to create the framework of a plan, establish workgroups to develop action steps and measures of success for the strategic goals, and finally to roll out the plan to the nursing community at the Wisconsin Nursing Redesign Consortium (WNRC) Annual Conference held in December of each year.

The leadership council reconvened in January to organize and regroup after the WNRC conference. The ideas generated by Deborah Burton, the Executive Director of Oregon's Center for Nursing and the World Café session are helping to guide our group to take the plan to the next level. To date, we have had five sub-groups, each working on one of the goals. Two new action teams have been established, one to work on funding and the other to address marketing and communication. The Recruitment and Retention Action Team has been split into two groups to better address the retention aspect, which is uniquely different than recruitment.

To keep the momentum going, we are developing a statewide traveling "road show." The intent is to get the word out to as many nurses as possible to solicit input and ensure that we have a *state-wide* solution for the nursing workforce dilemma. The leadership council will continue to meet throughout 2004 with the vision of bringing the "Center for Nursing" to fruition in 2005.

Faye Deich and Carol Winegarden will be presenting a session on the strategic plan at the W-ONE Spring Conference in April. We welcome your input and hope to see you there.

*By Carol Winegarden*

## W-ONE Board of Directors 2004

### President

Faye Deich  
Assistant Adm./Chief Nursing  
Officer  
Sacred Heart Hospital  
900 West Clairemont Avenue  
Eau Claire, WI 54701  
Hospital: 715/839-4268  
Fax: 715/839-4458  
[fdeich@shcc.hshs.org](mailto:fdeich@shcc.hshs.org)

### Secretary

Susan Peterson  
Dir., Quality Improvement  
and Risk Management  
The Wisconsin Heart Hospital  
10000 W. Bluemound Road  
Wauwatosa, WI 53226  
Hospital: 414/456-2460  
Fax: 414/479-1933  
[speterson@twhh.org](mailto:speterson@twhh.org)

### Treasurer

Janice L. Giedd  
Patient Services Division Mgr.  
St. Joseph's Hospital  
2661 County Hwy. I  
Chippewa Falls WI 54729  
Hospital: 715/726-3342  
Fax: 715/726-3303  
[jgiedd@sjcf.hshs.org](mailto:jgiedd@sjcf.hshs.org)

### Past President

Gerri Staffileno  
Director, Patient Services  
Columbia St. Mary's, Inc.  
2350 North Lake Drive  
Milwaukee, WI 53211  
Hospital: 414/298-6748  
Fax: 414/298-6712  
[gstaffil@columbia-stmarys.org](mailto:gstaffil@columbia-stmarys.org)

### Board Members

Joan Beglinger  
VP, Patient Services  
St. Marys Hosp. Med. Ctr.  
707 South Mills Street  
Madison WI 53715  
Hospital: 608/251-6100  
Fax: 608/258-6731  
[joan\\_beglinger@ssmhc.com](mailto:joan_beglinger@ssmhc.com)

Mary Ann Clark  
Director of Nursing  
Cumberland Memorial Hospital  
1110 Seventh Avenue  
Cumberland WI 54829  
Hospital: 715/822-2741  
Fax: 715/822-6299  
[maryannclark@centurytel.net](mailto:maryannclark@centurytel.net)

Gini Davis  
Adm. Dir., Inpatient Services/CNO  
Bay Area Medical Center  
3100 Shore Drive  
Marinette, WI 54143  
Hospital: 715/735-4200 ext.3256  
Fax: 715/735-8019  
[gdavis@bamc.org](mailto:gdavis@bamc.org)

Jan Hutchens  
Dir., Med/Cardiac/Oncology  
Franciscan Skemp Healthcare  
700 West Avenue, South  
La Crosse WI 54601  
Hospital: 608/785-0940  
Fax: 608/791-9429  
[janice.hutchens@mayo.edu](mailto:janice.hutchens@mayo.edu)

Peg Sebastian  
Vice President  
Mercy Health System Corp.  
1000 Mineral Point Avenue  
PO Box 5003  
Janesville WI 53545-5003  
Hospital: 608/741-6974  
Fax: 608/756-6236  
[psebastian@mhsjvl.org](mailto:psebastian@mhsjvl.org)

Diane Strack  
VP, Nurse Executive  
West Allis Memorial Hospital  
8901 W. Lincoln Avenue  
West Allis WI 53227  
Hospital: 414/328-6000  
Fax: 414/328-8536  
[diane.strack@aurora.org](mailto:diane.strack@aurora.org)

Beverly Hoegel  
**Nursing Coalition Member Rep.**  
Executive Vice President  
Reedsburg Area Medical Center  
2000 North Dewey Avenue  
Reedsburg, WI 53959  
608/524-6487  
Fax: 608/524-6566  
[bhoegel@ramchealth.org](mailto:bhoegel@ramchealth.org)

## W-ONE Committee Chairs 2004

### Program

Chair: Jeff Euclide  
Director, Patient Care  
Services  
Aurora Medical Center of  
Washington Co., Inc.  
1032 East Sumner Street  
Hartford, WI 53027  
Hospital: 262/670-7509  
Fax: 262/670-7620  
[jeff\\_euclide@aurora.org](mailto:jeff_euclide@aurora.org)

### Bylaws

Patricia Van Acker  
Director of Operations  
Eagle River Memorial Hospital  
201 Hospital Road  
Eagle River, WI 54521  
Hospital: 715/479-0326  
Fax: 715/479-0280  
[vanpat@hyhc.com](mailto:vanpat@hyhc.com)

### Legislative

Karen Lautermilch  
Asst. Adm., Patient Care Exec.  
St. Nicholas Hospital  
1601 North Taylor Drive  
Sheboygan, WI 53081  
Hospital: 920/459-4623  
Fax: 920/452-8336  
[klautermilch@sns.hshs.org](mailto:klautermilch@sns.hshs.org)

Beverly Hoegel  
**Nursing Coalition Member Rep.**  
Executive Vice President  
Reedsburg Area Medical Center  
2000 North Dewey Avenue  
Reedsburg, WI 53959  
608/524-6487  
Fax: 608/524-6566  
[bhoegel@ramchealth.org](mailto:bhoegel@ramchealth.org)

### Professional Development

Diane Postler-Slattry  
Chief Patient Care Executive  
Wausau Hospital  
333 Pine Ridge Boulevard  
Wausau, WI 54401  
Hospital: 715/847-2988  
Fax: 715/847-2108  
[dianes@waushosp.org](mailto:dianes@waushosp.org)

### Marketing

Tim Gengler  
V.P., Nursing  
Wausau Hospital  
333 Pine Ridge Boulevard  
Wausau, WI 54401  
Hospital: 715/847-2988  
Fax: 715/847-2108  
[tim@waushosp.org](mailto:tim@waushosp.org)

### Nursing Recruitment and Retention

Carol Winegarden  
Asst. Adm., Patient Care Svcs.  
St. Mary's Hospital Med. Ctr.  
1726 Shawano Avenue  
Green Bay WI 54303  
Hospital: 920/498-4604  
Fax: 920/498-1861  
[cwinegar@stmgb.org](mailto:cwinegar@stmgb.org)

### Membership

Dottie Hayden  
Nurse Manager-Obstetrics  
Myrtle Werth Hospital  
2321 Stout Road  
Menomonie, WI 54751  
Hospital: 715/233-7636  
Fax: 715/233-7557  
[hayden.dottie@mayo.edu](mailto:hayden.dottie@mayo.edu)

### Historian

Shirley Larson  
Division Manager  
Zablocki VA Medical Center  
5000 West National Avenue  
Milwaukee, WI 53295  
Hospital: 414/384-2000  
ext. 42845  
Fax: 414/383-8010  
[shirley.larson@med.va.gov](mailto:shirley.larson@med.va.gov)

### Horizons

Editor: Peggy Ose  
Vice President-Patient Services  
Riverview Hospital  
PO Box 8080  
Wisconsin Rapids, WI 54495-  
8080  
Hospital: 715/421-7427  
Fax: 715/421-7551  
[vpps@rhahealthcare.org](mailto:vpps@rhahealthcare.org)

### Patient Care

Betsy Benz  
Dir., Medical/Telemetry Unit  
St. Vincent Hospital  
PO Box 13508  
Green Bay, WI 54307  
Hospital: 920/431-3063  
Fax: 920/431-3249  
[bbenz@stvgb.org](mailto:bbenz@stvgb.org)

Jan Hutchens  
Dir., Med/Cardiac/Oncology  
Franciscan Skemp Healthcare  
700 West Avenue, South  
La Crosse WI 54601  
Hospital: 608/785-0940  
Fax: 608/791-9429  
[janice.hutchens@mayo.edu](mailto:janice.hutchens@mayo.edu)

### Member Checklist

- Please contact Pam Aud whenever you have a change in either employment or residential address to guarantee timely mailings. e-mail [paud@wha.org](mailto:paud@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.

### WHA Contact

Pam Aud  
Wisconsin Hospital Association  
5721 Odana Road  
PO Box 44992  
Madison, WI 53744-4992  
Work: 608/268-1806  
Fax: 608/274-8554  
E-mail: [paud@wha.org](mailto:paud@wha.org)

### WHA Liaison

Judy Warmuth  
V.P., Workforce Development  
5721 Odana Road  
PO Box 44992  
Madison, WI 53744-4992  
Work: 608/274-1820  
Fax: 608/274-8554  
E-mail: [jwarmuth@wha.org](mailto:jwarmuth@wha.org)