

February 2006

HORIZONS

President's Message



With a flurry of activity, we are well into 2006. It has been an exciting two months, with work at both the national and state levels.

I had the pleasure of attending the AONE Chapter Leaders' Meeting in Washington D.C. in December. Two days were packed with information including summaries of 2005 activities, 2006 strategic plans, and chapter updates. Of special note, AONE has published Nurse Executive Competencies on the AONE web site.

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Returning to Wisconsin armed with the vision and direction at a national level, your state W-ONE Board dove into a strategic planning process on January 20. Under the expert leadership of Susan Peterson, we created the first draft of W-ONE's 2006 Strategic Plan. We incorporated elements from the national direction as well as statewide initiatives. W-ONE's vision, mission and purpose statements were reaffirmed. The four strategic goals from 2005 continue to be a priority for us. So with minor word changes, we were on our way. Here is a brief list of topics that will become the work of our organization:

- Patient Safety
- Best Practice for Low Lift
- Rapid Response Teams (RRT)
- Guiding Principles for Nurse Staffing
- Aspiring Nurse Managerial Leaders
- Leader Mentor Program
- Nurse Leader Development
- List Serve Development
- Membership Survey
- Legislation
- Wisconsin Center for Nursing Representation

We are enthused and energized. Please join us as we prepare to move forward with these important initiatives.

Carol Winegarden, W-ONE President

Program Committee Annual Summary- 2005

The committee has been planning the 2006 Spring Conference at the Kalahari Resort in Wisconsin Dells, "A JUNGLE SAFARI ADVENTURE."

The agenda is in place as well as keynote, break out sessions and closing speaker. Our goal is for 15 vendors this year @ \$1,000 each. Registration will remain the same at \$200 for individuals, \$150 for group discounts and \$100 for individuals that make a successful vendor referral. Our communication plan is in place and on schedule. Aurora Health Care has again agreed to be a co-provider with W-ONE and provide CEUs.

Based on the 2005 program evaluations, the Wednesday reception will be on our own. We will have a hospitality suite again both nights.

Committee chairperson Jeff Euclide (2002-2005) will be stepping down at the end of this year. Jean Surguy will be taking on that role starting in 2006.

Thank you to Jennifer Frank from WHA as she again has done a wonderful job in facilitating the planning and implementation of our spring conference.

Thank you to the wonderful Program committee members.

Jean Surguy	Jim Mugan
Joan Klehr	Denise Dorpat
Deb Tidquist	Diane Otte

Future convention sites:

2006 Kalahari Resort, Wisconsin Dells
2007 KI Center/Regency Suites, Green Bay
2008 Radisson Hotel, La Crosse

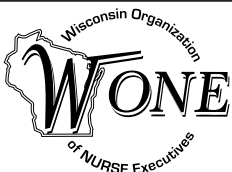
**Respectfully submitted,
Jeff Euclide**

Membership Committee Update 2006

It is that time of year again! We have received 120 renewals for W-ONE membership, 9 honorary memberships and 26 new memberships so far. We are on target for returns at this time and perhaps ahead of schedule for new membership.

This year we will be making contact with any non-renewals.

**Respectfully submitted,
Kristi Hund
Chair of Membership Committee**



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.

2006 W-ONE Board of Directors: President, Carol Winegarten; Secretary, Peggy Ose; Treasurer, Betsy Benz; Past President, Faye Deich
2006 W-ONE Board Members: Susan Peterson, Doris Mulder, Lynn Adams, Lynne Frank, Randy LeRoy
Editor: Paula Hafeman

An Opportunity to Learn More About Your Organization -- Board Meetings 2006

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 Carol Winegarden (cwinegar@stmgb.org) or Peggy Ose (vpops@rhahealthcare.org) 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 in Madison unless noted otherwise.

The upcoming meetings are as follows:

Friday, February 24	10:00-2:30	WHA Headquarters
Wednesday, April 26	TBD	W-ONE Spring Conference April 26-28 Kalahari Resort, Wisconsin Dells
Friday, June 16	10:00-2:30	WHA Headquarters
Friday, August 18	10:00-2:30	WHA Headquarters
Wednesday, September 27	TBD	WHA Annual Convention Grand Geneva Lake Geneva, Wisconsin
Friday, November 10	10:00-2:30	WHA Headquarters

WHA - new location

The Wisconsin Hospital Association has moved, so W-ONE has new addresses:

Mailing address:

Wis. Organization of Nurse Executives
PO Box 259038, Madison, WI 53725-9038

Street address/Shipping address:

Wis. Organization of Nurse Executives
c/o Wisconsin Hospital Association
5510 Research Park Drive, Madison, WI 53711

A map to WHA's building is available at: www.wha.org/about/whamap.pdf

The W-ONE phone and fax numbers have **remained the same:**

Phone: 608-268-1806 Fax: 608-274-8554

Wisconsin Center for Nursing by Jan Giedd

The formation of the Wisconsin Center for Nursing, which was incorporated on September 13, 2005, represents a four-year vision to drive the strategic direction for nursing in Wisconsin. The mission of the Wisconsin Center for Nursing is to "form and sustain a partnership among academe, healthcare organizations, state government, nursing organizations and nurses to assure an adequate well-prepared nursing workforce to meet the health care needs of the citizens of Wisconsin." Per the established Bylaws, each of the following organizations will appoint one director to serve on the Board of Directors:

- Milwaukee Chapter, National Black Nurses Association
- Wisconsin Association of Associate Degree Nursing Education Administrators
- Wisconsin League for Nursing
- Wisconsin Association of Collegiate Schools of Nursing
- Wisconsin Organization of Nurse Executives
- Wisconsin Nurses Association
- Wisconsin Nursing Coalition
- Wisconsin Association of Licensed Practical Nurses

In addition, the Board of Directors may appoint four to seven directors-at-large representing key nursing constituencies.

All board members will serve three-year terms, which may be renewed once. Since the Bylaws further state that the terms shall be staggered, some organizations will start with less than a three year term until the full process is in place. The director representing W-ONE will serve a two-year term initially.

Jan Giedd, Patient Services Division Manager at St. Joseph's Hospital in Chippewa Falls has been selected by the W-ONE Board of Directors to serve as the director representing W-ONE on the Wisconsin Center for Nursing Board of Directors for 2006-2007. The first meeting of the Wisconsin Center for Nursing Board of Directors will take place in February 2006 with plans for six to eight meetings to be held each year. Watch for future articles addressing the work of the Wisconsin Center for Nursing in upcoming editions of *Horizons*.

Professional Development Committee Annual Report-2005

The responsibilities of the Professional Development committee Include:

- 1) Identify nursing research that has relevance to the Mission and Goals of W-ONE
- 2) Administer the educational stipend program
- 3) Review applicants for the Educational Stipend Program or Research Grant and make recommendations based on established criteria
- 4) Monitor and communicate funded research projects
- 5) Collaborate with Membership & Program Committees on programs for new members
- 6) Provide information to members which will enhance managerial growth

The 2006 Committee membership is as follows:

Victoria Brahm
Kathy Drengler
Deborah Hagen
Peggy Haggerty
Maureen McCausland
Kathryn Olson
Peggy Ose
Marcie Talbott
Patricia Ten Haaf

Kathy Drengler from Aspirus Wausau Hospital is replacing the vacated chair position of Diane Postler-Slattey, FACHE. A conference call meeting was completed January 4 to get acquainted and review the goals of this committee. We have received and accepted one applicant to be a mentor. The MSN/PhD scholarship for 2006 is posted on the website. The committee will investigate how to get the information regarding our work around scholarships and mentors out to the public to increase utilization of these valuable resources.

**Respectfully submitted by,
Kathy Drengler RN, BSN
Program Development Chair**

Mark Your Calendar For a “Wild” W-ONE Convention

Mark your calendar for the jungle safari-themed 2006 W-ONE Annual Convention. This year’s convention is scheduled for April 26-28, 2006, at the Kalahari Resort in Wisconsin Dells.

Barbara Mackoff, MA, PhD, will open the convention as the keynote speaker. She will explore how exceptional leaders understand and learn to use their own experiences as leaders, and translate them into powerful habits of mind for leading and inspiring others. Dr. Mackoff is a widely acclaimed expert on the psychological dimensions of effective leadership – on how great leaders think.

Dr. Mackoff’s presentation will be followed by a variety of interesting breakout session topics and the opportunity to network, see old friends and make some new ones.

Important items to note:

- Group discounts of \$50 per person for facilities that have 5 or more staff registered to attend.
- A “guest meal” registration option for the Thursday night meal and entertainment.
- Nursing CEUs will again be offered, thanks to Aurora Health Care.
- And, last but certainly not least, for the third consecutive year, the convention registration fee will be held to \$200 per person. This is thanks in great part to the support given by the exhibiting vendor companies who participate in the convention. To ensure this trend continues beyond 2006, **W-ONE needs your help.** We are in need of vendors to exhibit at the convention. It is 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 one full convention registration. They will have access to almost 150 of Wisconsin’s nurse leaders while they are present and can exhibit throughout the day on Thursday, April 27. Your role in this is to make initial contact with a vendor. Once you get him/her to understand the benefits of exhibiting, forward his/her name and contact information to Jennifer Frank at jfrank@wha.org. If that vendor commits to exhibit at the convention, you will receive a \$100 DISCOUNT off of your registration fee (that’s 50%!).

You do not need to be a W-ONE member or an RN to attend, so bring a co-worker who has responsibility for leading nurses to attend as well. Registration information will be distributed through the mail in February and will be available on the W-ONE website at www.w-one.org at that time as well. Watch for more information.

W-ONE Marketing Committee Annual Report-2005

The W-ONE Marketing Committee organized and facilitated a fundraising campaign for W-ONE at the organization’s annual spring conference in March 2005. Fund raisers included: sale of W-ONE logo items, a silent auction, and a raffle of donated items from membership. Actual income was \$2,305 versus a budget of \$2,400. Actual expenses were \$1,725 versus budget of \$1,750. Net income was \$1,580 versus budget of \$1,650. Plans are underway to facilitate the fundraising campaign for the W-ONE 2006 Annual Spring Conference.

Tim Gengler
Marketing Committee Chair

Annual Convention Marketing Committee Request

The W-ONE Marketing Committee is once again sponsoring a silent auction and a variety of giveaways at the W-ONE Annual Convention on April 27 and 28 at the Kalahari Resort in Wisconsin Dells.

This is our major fund raising event for the year and we need your help! The Marketing Committee would like to request that you donate a hospital logo item for the raffle, and/or any non-logo item valued at \$40 or more to include in the silent auction. You may bring your donated item to the W-ONE Marketing booth at the Annual Convention. We appreciate your contributions, each one contributes to our success. Thank you.

Tim Gengler
Marketing Committee Chair

Annual W-ONE Report Horizons Newsletter

In 2005, three issues of the Horizons Newsletter were sent to our members. They were distributed in February, June and November. Consistent with the practice we began in 2004, all were sent on-line and also placed on our W-ONE web site. This has resulted in ready availability to our members and also helped us to realize a significant savings in postage costs. Running advertisements for nursing leadership positions in the Horizons, as well as sending e-mails to our members and posting openings on our Web site, is an added service we offer our members. This has also been a good source of extra income for our organization with \$2,000 billed in the 2005 fiscal year.

In 2006, a new editor will take over the Horizons reins. That will be Paula Hafeman who is the CNO at St. Vincent's Hospital in Green Bay. We also extend our heartfelt thanks to Gini Davis, our outgoing editor. Gini has been ill, and we all send her our best wishes for recovery and a healthful new year!!

The Horizons remains a means of communication with the W-ONE members. A major goal is to ensure that our members are informed of the ways in which W-ONE, the voice of nursing leadership in Wisconsin, is being heard in key places, influencing legislative decision making and helping our members to be effective leaders. It is hoped that the information communicated to you via Horizons and other forums has demonstrated the effectiveness of our organization and also helped to make you more effective in your position as a nurse leader.

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

Submitted by:
Peggy Ose, Interim Editor
Horizons Newsletter

2005 W-ONE Legislative Committee Annual Report

In 2005, the Legislative committee focused on the strategic goal established by the board. "Strengthen the ability of W-ONE to influence legislator position on issues related to healthcare."

The committee met to discuss the following legislative issues:

- ◆ The affect of the budget on healthcare reimbursement
- ◆ Healthcare workforce
- ◆ Member advocacy on healthcare-related legislation
- ◆ Member interest and ability to testify at legislative hearings.
- ◆ W-ONE Legislative Handbook
- ◆ WHA HEAT Campaign participation
- ◆ Outcomes of committee activity in 2005 include:
 - ◆ Update of the W-ONE Legislative Handbook
--This resource will be available to all members and distributed at the spring conference.
 - ◆ Increased member participation at WHA's Advocacy Day on April 5, 2005.
 - ◆ Educational session for members attending the spring conference that will include a legislative update and guidance for participating at legislative hearings

Active members of the committee in 2005 were:

Anne Paremski, Co-chair
Mary Beth White-Jacobs, Co-Chair
Mary Ann Clark
Jennifer Rutkowski
Joyce Schaefer
Sue Sullivan
Marti Klug
Bev Hoege
Wendy Damm

The committee wants to thank Judy Warmuth, Jennifer Boese and Jodi Bloch of WHA for their input and guidance.

Respectfully submitted,
Mary Beth White-Jacobs and Ann Paremski, Co-Chairs

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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 or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Paula Hafeman, 920/433-8204, phafeman@stvgb.org.
- If you are interested in being a part of a specific committee, contact the committee chair.

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