

February 2012

HORIZONS

President's Message

Happy New Year to All! As we move into 2012, we are facing some exciting times that will provide opportunities and challenges. As the new incoming President of the Wisconsin Organization of Nurse Executives (W-ONE) I look forward to serving you and working together with you in our journey as leaders facing healthcare reform and the Institute of Medicine initiatives. I would like to recognize Paula Hafeman as she moves from President of W-ONE to Past-President for her leadership over the past two years as well as W-ONE's Board of Directors, Committee Chairs, and Liaisons for their time and commitment to W-ONE in providing you resources, information, support, and development opportunities as nurse leaders and aspiring nurse leaders.



In December, I had the opportunity to attend the American Organization of Nurse Executive's (AONE) Chapter Leader Meeting in Chicago. This is attended by leaders of the various state nurse executive/nurse leader organizations. This was a great meeting with much discussion spent on the Institute of Medicine's (IOM) action coalition and each state's report on their activity. All but four states are participating in an action coalitions or some type of activity. This is very impressive and reflects the commitment to advancing the profession of nursing. One of the concerns identified was the lack of awareness or education about the IOM report and initiatives in many organizations. Educating all levels to include staff, physicians, the board and community is essential.

Another topic that was discussed was chapter sustainability. Many chapters have had difficulty in maintaining their memberships and staying financially viable. There were presentations from California, Washinton/Oregon, and Massachusetts/Rhode Island organizations on strategies they have found helpful. As I listened to their strategies I found myself feeling proud that W-ONE has implemented many of the strategies, such as annual conferences, leadership academy, and fundraisers. I believe we have a strong organization due to the dedication and commitment of our leadership and members. Thank you!

Finally, the other topic discussed was healthful work environments. AONE did a national survey related to the top three greatest concerns in the workplace. Responses were broken down by threes in each of the top three concerns. Fatigue was listed as the number one concern in the first, second, and third greatest concern. In addition, violence (both lateral/bullying and with patients and families) was identified across the top three greatest concerns. Engaging staff in discussions related to their top concerns and addressing and improving these areas are essential. Also knowing your areas of vulnerability such as infection rates, community perception, relationships with physicians and the board are important to address as well. It is imperative there is good communication and engagement with staff, physicians, community, and the board to reduce vulnerability.

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President's Message - continued from page 1

W-ONE had their January Board Meeting and retreat. Our 2011's strategic plan was reviewed and we accomplished many of our action items. Our strategic plan is directed by our mission, vision, values, and initiatives and drivers. I have included these items below as a review for you.

Mission

Shape healthcare through innovative and expert nursing leadership.

Vision

W-ONE is the recognized voice of nurse leaders

Values

*Leadership Creativity
Excellence Integrity
Stewardship Diversity
Collaboration*

Initiative and Key Drivers

- *Create safe, healthful, patient-centered practice environments in nursing and healthcare that result in quality outcomes.*
- *Enhance development of nurses holding and aspiring to leadership roles.*
- *Support the development of a competent and appropriate supply of nurses for the future.*
- *Influence Wisconsin initiatives that impact healthcare policy.*

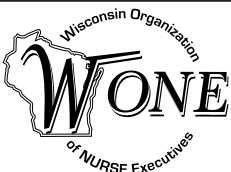
Following is a summary of the accomplishments related to our 2011 Strategic Plan.

- Articles related to AONE's guiding principles published in *Horizons*
- Participation in Aligning Forces for Quality
- Education related to the Institute of Medicine's IOM report
- Position statement on BSN in Ten
- Expanded W-ONE's communication through Facebook and the Website and ability to join or renew membership
- Leadership Academy held in October/November
- Collaborative efforts with Wisconsin Center for Nursing related to workforce development and workforce survey results
- Structure in place in two regions for the student passport program, with continued work on expanding
- Annual W-ONE/Academia summit held
- Legislative visit by Senator Dale Schultz
- Utilize HEAT as a tool for communication related to policies
- Collaborative relationships established with the APN and CNS groups, supporting title protection
- Legislative Committee actively monitored bills of interest to W-ONE

We also developed our strategic plan for 2012-2014. This will be reviewed in its entirety at our Annual Spring Conference.

As you can see, there has been a great deal of work in accomplishing our goals in 2011. This next year will require continued work by not only our Board, but also members. I encourage you to get involved in W-ONE. There are many great opportunities to share your knowledge and talents through committee participation or being involved on task forces. Encourage your colleagues to get involved and to join if they are not already W-ONE members. Plan to attend W-ONE's annual Spring Conference and Business Meeting March 28-30th which will be held at the Osthoff Resort in Elkhart Lake. I look forward to seeing you there!

Peg Haggerty, EdD, RN
President, W-ONE



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.

2012 W-ONE Board of Directors: President, Peggy Haggerty; Treasurer, Sally Lersch; Secretary, Janice Giedd; Past President, Paula Hafeman
2012 W-ONE Board Members: Jan Bauman, Betsy Benz, Constance Bradley, Kathy Drengler, Amy Dwyer, Laura Hieb
Editor: Carol Winegarden

2nd Leadership Academy a Success

Wisconsin Organization of Nurse Executives (W-ONE), in collaboration with Wisconsin Center for Nursing (WCN), hosted the second Leadership Academy October 13, 14, and November 7, 2011 at the Mead Hotel in Wisconsin Rapids. Wisconsin Nurses Association (WNA) coordinated the arrangements and contact hours for the event. There were 41 participants representing 24 cities and 28 organizations across the state. Participants were from various roles, identified by their Chief Nursing Officers as aspiring leaders or new leaders in nursing.

Nursing leaders who served as faculty for the Academy from W-ONE and WCN (Sally Lersch, Judi Hansen, JoAnn Appleyard, Pam Maxson-Cooper, Doris Mulder, Sue Schuler, Tim Gengler) presented interactive sessions on the following topics: Self as Leader, Systems Thinking/Strategic Management, Quality and Safety, Evidence-based Practice, Principles of Communication, Conflict Mediation, and Leading Teams through Change. Participants were given an assignment that would integrate the knowledge and skills learned from the first two days of the academy, and which was then presented to others on the final day.

Favorable comments from the faculty about the sessions indicated participants were engaged, eager to learn, enthusiastic, and interactive. Faculty members agreed the energy and enthusiasm clearly exhibited by this next generation of nursing leaders demonstrates that the future of nursing is in good hands.

Participant evaluations on the faculty and the topics presented reflected positive outcomes and success as identified in the following comments:

I think the set-up worked well. Day 1 and 2, you gave us the tools and knowledge. Day 3, we worked in small groups to share and learn from each other. This allowed us to build on what we know, learn it, and use it.

I think all the great examples given from the speakers made it easier to learn all the leadership skills.

Dreaded the presentation, but found this to be most beneficial as I learned so much about myself. I learned that I can and I have a strong desire to be a leader. Thanks for sharing your energy.

I thoroughly enjoyed the lectures and networking with other attendees, hearing about their projects/ideas/processes.

The assignment forced me to do a lot of self-reflection. The 3rd day was the best day for me. An opportunity to discuss strategies and make a plan for the future using the expertise and knowledge of my peers and forming connections with them.

Everything was a great learning experience.

W-ONE and WCN look forward to planning the next Leadership Academy. Thank you to the planning committee (Paula Hafeman, Sally Lersch, Jan Giedd, Tim Gengler, Pam Maxson-Cooper, Doris Mulder, Jo Ann Appleyard, Peg Haggerty from W-ONE; Sue Schuler and Judi Hansen from WCN; and Megan Leadholm and Teresa Prattke from WNA) for their hard work, dedication and commitment to the success of the Leadership Academy and ongoing development of nurse leaders.

Peg Haggerty, EdD, RN
President, W-ONE

W-ONE Horizons Newsletter Bylaws Committee Report

Under direction from the Board of Directors, the Bylaws Committee is bringing forth a bylaws amendment for vote in the general membership meeting on March 29, 2012 at the W-ONE Annual Conference. The substance of this amendment is to change the acronym for the Wisconsin Organization of Nurse Executives from W-ONE to WONE. The organization's current logo is written as WONE, and this is present on all published material and official correspondence; however, the bylaws state that the acronym is W-ONE which reflects a decision made in 1996 when the Wisconsin Organization for Nurse Executives merged with the Wisconsin Council of Nurse Managers to become W-ONE. The original acronym was meant to convey that the two organizations for nurse leaders in this state had merged to become one. Since time has passed, and there is a discrepancy between the acronym stated in the bylaws and the one used in the organization's logo, the Board has recommended that the bylaws be changed to reflect the spelling in the official logo.

Jo Ann Appleyard, Chair of the Bylaws Committee

Program Committee Report for Horizons

The Program Committee is excited to present the 2012 annual Convention at the Osthoff Resort in Elkhart Lake March 28-30. Our Keynote speaker is Rich Bluni, RN, from The Studer Group. He is the author of "Inspired Nurse" and "Inspired Journal." Our Concurrent Sessions will include the always favorite legislative update, Nurse Leader Succession Planning, Coping with Difficult People, and an update on ANEW. A Critical Access Hospital focus is also back by popular demand. Friday will be a presentation by Gail Allen of Herman Miller about "Enhancing Safety Through Design" and Steve Tyink presenting "The Last Health Care Frontier." Also back by request is a Thursday night theme of a tailgate party, so bring your favorite jersey to wear. We are partnering with ACHE to offer a Category I session post conference.

We want to thank all of you for the great suggestions for speakers on last year's evaluation and the great reviews. We look forward to seeing all of you again this year.

Jean Surguy, Program Chair

2011 W-ONE Professional Development and Research Committee Annual Report

During 2011, the W-ONE Professional Development and Research Committee provided the Nurse Leader / Executive Mentoring Program as a service to our members. The program information, including a list of mentors, is found on the W-ONE web site (www.w-one.org). Please take a look if you are interested in pursuing a mentoring relationship in your professional career. Several members did pursue this career opportunity, and the feedback received has been positive. Thank you to those board members who have supported this program, by serving as mentors.

The Professional Development and Research Committee announced the two recipients that have been selected for W-ONE Scholarship Grants. The MSN grant was awarded to Angela Rhode. The BSN grant was awarded to Sherri Lawrence. Each recipient was awarded \$1,000 toward their educational expenses. Congratulations to these scholarship winners!

During 2011, W-ONE also awarded a \$1,000 research grant to Jane Morgan Nosbusch, PhD, RN, for the study "Maximizing the Organization's Return on Dollars Invested in RN Conference Attendance." Congratulations to Jane as well. W-ONE is looking forward to hearing about the results and findings of the study.

The 2012 application process for all grants will again be conducted online. Please go to the W-ONE website (www.w-one.org) later this year for more information and to access the online application forms.

**Kathryn Olson, RN, BSN, MA, NEA-BC
Professional Development and Research
Chair W-ONE**

Annual Report Membership Committee January 2012

2011 was another excellent year for W-ONE Membership! We ended the year with 322 members, the most in our recent history, and maybe the most ever. It is exciting to see so many current members renew, this shows that you find value in our organization. In a year that education dollars have been decreased in many of our organizations, W-ONE Membership is still important and is seen as a good value for the money. Here are our numbers for the past years:

Year	Members	New	Renew
2004	266	30	236
2005	240	57	183
2006	271	61	210
2007	252	52	200
2008	257	47	210
2009	272	55	217
2010	320	87	233
2011	322	80	242

Membership renewal information was sent out in December of 2011. All of the communication regarding membership renewal is being done electronically again this year. Current and new members are able to join or renew their membership in either of two ways:

- Electronically directly from the website if you are paying by credit card
- Via the mail by printing the membership application from the website and mailing it in with your check.

If you have not already renewed you are encouraged to do it soon so you can continue to receive the benefits of membership.

The Membership Committee partnered with The Wisconsin Hospital Association (WHA) to provide an orientation day for CNOs that are new in their role. Judy Warmuth from WHA, along with WONE, facilitated this event on May 20, 2011, highlighting the resources of WHA and topics of interest to all nurse leaders. This program will be repeated in 2012.

Your Membership Committee includes:

- | | |
|------------------------------|------------------------------------|
| • Ellen Zwirlein | Prairie du Chien Memorial Hospital |
| • Rosemary Seffens | Luther Midelfort Oakridge |
| • Sara Carpenter | Gundersen Lutheran |
| • Linda Masih | Zablocki VA Hospital |
| • Teresa Schultz | Rogers Memorial Hospital |
| • Shawn Callisto | Black River Memorial Home Care |
| • Patty Bosse | Red Cedar Medical Center |
| • Lori Barto | Divine Savior Healthcare |
| • Dawn Brostowitz | Riverview Hospital |
| • Doris Mulder, Chair | Beloit Health System |

If you have suggestions for the Board of Directors or the Membership Committee on ways to increase the value of your membership, please contact Doris Mulder by e-mail at dmulder@beloithealthsystem.org or any of the Membership Committee members.

Welcome to New W-ONE Members – 2012

- Heather Joy Costley, Director/Manager, Mayo Clinic Health System, Eau Claire
- Sharon Kay Cox, Director/Manager, Beloit Health System, Beloit
- Jennifer E. Drayton, Director/Manager, UW Health, Madison
- Andrea L. Feucker, House Supervisor, Mayo Clinic Health System Menomonie, Menomonie
- Karen K. Hansen, Director/Manager, Mayo Clinic Health System-Red Cedar, Menomonie
- Jamie E. Hendrix, Nurse Executive, Columbus Community Hospital, Columbus
- Beth Houlahan, Nurse Executive, University of Wisconsin Hospital & Clinics, Madison
- Jessica Keyser, Director/Manager, Langlade Hospital, Antigo
- Tara Lynn Kovacevich, Director/Manager, Eau Claire Medical Clinic, Eau Claire
- Linda Lenz, Director/Manager, MCHS, Red Cedar/Menomonie, Menomonie
- Ann Marie Line, Director/Manager, Aspirus Wausau Hospital, Wausau
- Mary Jo Literski, Supervisor, Aspirus Wausau Hospital, Wausau
- Julie Luetschwager, Dean School of Nursing, Marian University, Fond du Lac
- Rachelle M. McCullough, Director/Manager, Gundersen Lutheran, Onalaska
- Dan D. Nelson, Director/Manager, Columbus Community Hospital, Columbus
- Susan L. Pelzel, Asst. Dept. Supervisor, Mayo Clinic Health System, Red Cedar, Menomonie
- Bonnie R. Range, Director/Manager, Holy Family Memorial, Manitowoc
- Susan Marie Rees, Director/Manager, University of Wisconsin Hospital & Clinics, Madison
- Julie Ann Riese, Director/Manager, Beloit Health System, Beloit
- Ann Ross, Director Manager, St. Vincent Hospital, Green Bay
- Sarah A. Schaefer, Director/Manager, Mayo Clinic Health System, Menomonie
- Pamela Jo Schmidt, Director/Manager, St. Joseph's Hospital, Marshfield
- Mary Beth Sundby, Clinical Operations Manager, Ministry Saint Joseph's Hospital, Marshfield
- Laura R. Teigen, House Supervisor, Mayo Clinic Health System, Menomonie
- Sally Turner, Nurse Executive, Aurora Sinai Medical Center, Milwaukee
- Sue Kay Woepse, Director, Holy Family Memorial, Manitowoc
- Linda K. Young, Dean of the College of Nursing and Health Sciences, University of WI-Eau Claire, Eau Claire
- Connie Yuska, Nurse Executive, Aurora Medical Center, Kenosha

(2-15-12)



If you are searching for a way to make a difference in your organization or just looking for professional networking and collaborative opportunities, we believe that W-ONE will provide you with a valuable resource in the state of Wisconsin.



**For more information, please contact us at
608.268.1806**

You can now follow WONE on Facebook. Keep up on the latest information by linking from the www.w-one.org home-page link or by typing in your Facebook search box "Wisconsin Organization of Nurse Executives."

2011 W-ONE Legislative Committee Annual Report

In 2011, the Legislative committee worked to meet the strategic goal established by the Board. "W-ONE will influence Wisconsin initiatives that impact healthcare policy."

The committee announced, facilitated or encouraged members to become more active in healthcare advocacy by:

- Participating in WHA's - Hospitals Education & Advocacy Team (HEAT) Campaign. HEAT provides email notification of current issues and a convenient way to contact your legislator. In August of 2011 there were 130 Members of HEAT that are also W-ONE members.
- Encouraging member participation in WHA's Advocacy Day including visits to their legislator at the capital.
- Determining that W-ONE cannot, as a non-profit organization participate in WHA's Political Action Committee (PAC). Individual members of our organization are free to contribute in their own name.
- Facilitating discussions/communication with legislators on pending issues.

Outcomes of committee activity in 2011 include:

- Legislative update at the 2011 W-ONE Annual Meeting
- Proactive approach for discussion and/or responding to legislative issues, with a focus on developing reference materials for members: The Apology Bill, Mental Health Emergency Detentions, EMTALA, BSN in 10, Nursing License Plate as a fund raiser, Surgical Technician Certifications, Concealed Carry, APN title protection and utilization
- Legislative Committee and full W-ONE Board of Directors met with Senator Dale Schultz at the November 18 BOD meeting

Active members of the committee in 2011 were:

- *Mary Cieslak-Duchek, Co-chair
- *Mary Beth White-Jacobs, Co-Chair
- Jan Bauman, Horizon articles, Medical Marijuana Fact Sheet
- Theresa Brauer, Legislative Orientation (pending)
- Bev Hoege, Secretary
- Kay Kuchta, AONE Liaison
- Joyce Schaefer
- Anne Poplars
- Ruth Risley-Gray, Healthcare Reform Update

The committee wants to thank Judy Warmuth and Jennifer Boese of WHA for their input and support.

***Mary Beth White-Jacobs and Mary Cieslak-Duchek, Co-Chairs**

W-ONE Board Meetings 2012

W-ONE Board of Directors meetings are open to all members.

Wednesday, March 28	1615 - 1815	Board Meeting, W-ONE Spring Conference Osthoff, Elkhart Lake
Thursday, March 29	1555 - 1630	Annual Business Meeting, W-ONE Spring Conference Osthoff, Elkhart Lake
Friday, June 22	1000-1430	Board Meeting, WHA Headquarters
Friday, August 17	1000-1430	Board Meeting, WHA Headquarters
Friday, September 21	TBD	Board Meeting, WHA Annual Conference Marriot Hotel, Madison
Friday, November 16	1000-1430	Board Meeting, WHA Headquarters

Wisconsin Nursing Coalition Annual Report 2011

The Wisconsin Nursing Coalition is comprised of about 27 different nursing groups across the state of Wisconsin. The sessions are coordinated by Gina Dennick-Champion, chaired by the WNA current president and conducted 5-6 times each year in Madison.

W-ONE is represented by either Shirley Larson or Beverly Hoege and we report on the activities at each board meeting. Our participation is a way to maintain contact with other nursing organizations, discuss and share perspectives on issues.



W-ONE Board of Directors

2011 began with a summit day at the Epic Center learning about the validation of nursing's contribution to patient outcomes via the electronic medical record. Several themes emerged as nurses do impact patient outcomes and this information needs to be captured easily in the electronic record. Reimbursement will be impacted by outcomes and the value of nursing contributions needs to be captured, accounted for and measured. Cost effective nursing care is described in the 2010 IOM Report-Future of Nursing with a focus on data collection, evaluation and application.

Other issues which received focus during 2011 were Title Protection for advanced practice nurses, understanding and connecting with the Wisconsin Center for Nursing and identifying the role of the nurse in advance care planning for end of life issues.

A day is being planned for February 22, 2012 at the Wilderness in Wisconsin Dells to hear a variety of speakers about the role of nurses and promoting discussion of end of life care.

[Beverly Hoege, Wisconsin Nursing Coalition Liaison](#)



Judy Warmuth, WHA Liaison
VP, Workforce Development
Wisconsin Hospital Association
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608-274-1820

WHA Update

TJC Sentinel Alert

The Joint Commission issued a Sentinel Event Alert in December 2011 on Health Care Worker Fatigue and Patient Safety. The issue of long hours of work and employee fatigue is not new to nurse leaders. Dr. Jeanne Geiger Brown has presented her research at the WONE Conference, WONE has a white paper on the topic www.w-one.org/uploads/FatiguePaper1-10-08.pdf and fatigue is listed as an issue on the WHA website with a variety of related resources at www.wha.org/fatigue.aspx. The Alert suggests nine evidence-based action steps facilities should take to help mitigate risks and protect patients. The ninth and final suggestion might be of particular interest as it speaks to facilities that allow sleep breaks for employees. The Alert is posted on WHA website at: www.wha.org/Data/Sites/1/workforce/fatigue/jointcommissionSEA12-14-11.pdf

New CNO Orientation

Save the date. May 11, 2012 WONE and WHA will again hold an Orientation Day for those new (or relatively new) to the role of Chief Nursing Officer. The Orientation will be a chance to meet others new to the role, learn about the regulatory environment in the state of Wisconsin, ask questions about issues encountered in the role and gather resources. Past participants have been very positive and enthusiastic about the experience. An email invitation will be sent in February.

2011 WHA Workforce Report

The 2011 WHA Workforce Report has been published and can be found on the WHA website at www.wha.org/Data/Sites/1/pubarchive/reports/2011workforcereport.pdf. The report includes much valuable healthcare workforce information.



Vacancy rates for health care occupations are the lowest in the most recent decade. Economic variables and the relative stability of the healthcare employment sector during the current economic downturn are also discussed.

2011 Legislative Regular Session

The Legislature's last day for general business is scheduled to be March 15, 2012. There are a significant number of bills before the houses and important issues such as Medicaid funding, and mining remain to be resolved. It is hard to predict if bills relating to physician assistant scope, licensure of anesthesiologist assistants and the practice of complementary medicine will receive any attention before time runs out for the session. This will certainly have been the most interesting session of my career regardless of the outcomes of workforce bills.

As always, please contact me if you have questions or comments. Hope you all enjoy Wisconsin's winter.

A handwritten signature in cursive script that reads 'Judy Warmuth'.

Judy Warmuth, Vice President, Workforce
Wisconsin Hospital Association

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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 Carol Winegarden, 920/846-3444, carolwi@cmhocontofalls.org.
- If you are interested in being a part of a specific committee, contact the committee chair.

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