

## W-ONE Board of Directors 2001

### President

Carolyn Friese  
Assistant Administrator/Chief  
Nursing Officer  
St. Vincent Hospital  
PO Box 13508  
Green Bay, WI 54307-3508  
Hospital: 920/433-8203  
Fax: 920/431-3215  
E-mail: carolyng@stvgb.org

### President-Elect

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  
E-mail: gstaffil@columbia-  
stmarys.org

### Secretary

Rosemary Ryan  
Chief Nursing Service  
Middleton Veterans Hospital  
2500 Overlook Terrace  
Madison, WI 53705  
Hospital: 608/280-7080  
Fax: 608/280-7186  
E-mail: rosemary.ryan@  
med.va.gov

### Treasurer

Sue Straub  
Vice President, Patient Services  
St. Michael Hospital  
2400 West Villard Avenue  
Milwaukee, WI 53209  
Hospital: 414/527-8118  
Fax: 414/527-8461  
Home: 414/258-2976  
E-mail: straubsj@aol.com

### Past President

Mary Lu Gerke  
Administrative Director  
Gundersen Lutheran Medical  
Center  
1910 South Avenue  
La Crosse, WI 54601  
Hospital: 608/785-0530  
ext. 3162  
Fax: 608/785-2181  
E-mail: marylugerke@aol.com  
mlgerke@gundluth.org

### Member Checklist

- Please contact Mandy Kalepp whenever you have a change in either employment or residential address to guarantee timely mailings. e-mail mkalepp@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.

## W-ONE Committee Chairs 2001

### Program

Chair: Mark Bostwick  
Vice President, Patient Care  
Services  
St. Clare Hospital and Health  
Service  
707 14th Street  
Baraboo, WI 53913  
Hospital: 608/356-3888  
Fax: 608/356-1367  
E-mail: mark\_bostwick@  
ssmhc.com

### Bylaws

Patricia Van Acker  
Director of Operations  
Eagle River Memorial Hospital  
201 Hospital Road  
Eagle River, WI 54521  
Hospital: 715/479-0326  
Fax: 715/479-0395  
E-mail: pva@newnorth.net

### Legislative

Karen Lautermilch  
St. Nicholas Hospital  
1601 North Taylor Drive  
Sheboygan, WI 53081  
Work: 920/459-8300

### Finance

Sue Straub  
Vice President, Patient Services  
St. Michael Hospital  
2400 West Villard Avenue  
Milwaukee, WI 53209  
Hospital: 414/527-8118  
Fax: 414/527-8461  
Home: 414/258-2976  
E-mail: straubsj@aol.com

### Marketing and Public Relations

Faye Deich  
Assistant Administrator  
Sacred Heart Hospital  
900 West Clairemont Avenue  
Eau Claire, WI 54701  
Hospital: 715/839-4268  
Fax: 715/839-4458  
E-mail: fdeich@shc.hshs.org

### Nursing Recruitment and Retention

Jim Greer, RN, MSN  
Vice President, Business and  
Marketing  
Holy Family Memorial Hospital  
333 Reed Avenue  
PO Box 1450  
Manitowoc, WI 54221-1450  
Work: 920/683-8426  
Fax: 920/683-8430  
E-mail: jgreer@hfmhealth.org

### Membership Committee

Chair: Jackie Mattinen-Lee  
Director, ICU-CCU  
Franciscan Skemp Healthcare  
700 West Avenue South  
La Crosse, WI 54601  
Hospital: 608/785-0940  
Fax: 608/791-9799  
E-mail: lee.jacalyn@mayo.edu

### Professional Development and Research

Ann Peck  
338 Edison Street  
Antigo, WI 54409  
Home: 715/623-2917  
Fax: 715/627-1078  
E-mail: emerald@antigopro.net

### 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  
E-mail: 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  
E-mail: 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  
E-mail: bbenz@stvgb.org

### WHA Liaison

Diane Peters  
Chief Patient Care Executive  
5721 Odana Road  
Madison, WI 53719-1289  
Office: 608/274-1820  
Fax: 608/274-8554  
E-mail: dpeters@wha.org

### WHA Contact

Mandy L. Kalepp  
Office Administrator  
Wisconsin Health and Hospital  
Association  
5721 Odana Road  
Madison, WI 53719-1289  
Work: 608/274-1820  
Fax: 608/274-8554  
E-mail: mkalepp@wha.org

## Wisconsin Organization of Nurse Executives



May 2001

# HORIZONS

## President's Message

Spring started with the annual W-ONE conference held in La Crosse. The Program Committee is to be commended on the wonderful conference. It was well organized, contained excellent content and included lots of fun. It was especially nice to see so many new W-ONE members and/or first time conference attendees.



The opening speaker was Tom Thibedeau who talked about "The Time of Your Life." He challenged us to take care of ourselves so that we have the energy to take care of others. He also shared with us that we create our own environments by the conversations and laughter we have or do not have.

The conference ended with Tom Jadin sharing his wisdom regarding "Surviving and Thriving in Times of Change." He stated that people who remain healthy even in the midst of chaos have three things in common. First, there is a sense of commitment to their work; second, there is a sense of challenge and third, even in chaos, there are things which the healthy person can control. He used many examples related to our current environment. His definition of mental health is the ability to deal with problems, not the absence of problems.

Gerri Staffileno, W-ONE President Elect, and I represented you at the American Organization of Nurse Executives meeting in Long Beach, California. I must first confess to you that I have paid AONE dues for years more out of guilt than feeling I was benefiting. I am very, very pleased to tell you there is a new AONE. A year ago a new Executive Director was appointed. Her name is Pamela Thompson. She is a nurse. Together with the AONE elected leadership, change is occurring in AONE. Most evident at this conference was the introduction of a strategic plan with specific goals and objectives. Key in this plan is working with a myriad of nursing and other organizations to address the nursing shortage. Before Congress recessed for Easter, AONE had successfully lobbied senators to introduce bills aimed at helping fund nursing education, as well as allocating funds to providers to pay for nursing internships or preceptorships. The bills have just been introduced, but the longest journey began with the first step. I urge you to follow these bills and, if support is requested, write your elected representatives. WHA is closely monitoring this legislature and keeping W-ONE in the loop.

AONE is also in the process of producing commercials and written materials geared at encouraging school age childrens' interest in nursing as a career. These materials will be made available to affiliate chapters such as ours at a nominal price. This signals for me another new effort by AONE to provide affiliate chapters with useful and timely material. It makes so much more sense to work together versus duplicating efforts and resources.

continued on page 2

You will recall that W-ONE has four key strategic goals for this year. The first is aimed at Nursing Recruitment and Retention. Jim Greer is in the process of organizing and coordinating the efforts of this committee. He is working closely with WNA, WHA and the statewide coalition on healthcare work force development. Jim is still looking for members for his committee, so please contact him if you are interested.

Our second strategic goal is to enhance W-ONE's relationship with WNA. The executive committees of the two organizations are currently working on a white paper position statement on staffing levels. We believe we need to be proactive in defining what we think is both right and workable before the legislature mandates rules none of us can implement.

Our next goal is to continue to enhance our relationship with WHA. Diane Peters, WHA Vice President for Work Force Development is doing an outstanding job of keeping the W-ONE Board, Legislative Committee and Patient Care Committee informed and involved in state wide activities, particularly those geared at patient safety and work force development.

In planning your fall calendar, W-ONE will again be part of the WHA Annual conference being held September 19 through September 21. The theme for this year will be patient safety. I am sure there will be excellent content for all of us.

Our fourth and most important goal is to continue to build value for you, the W-ONE members in our organization. We now have a W-ONE web page ([www.aone.org/local-groups/wone.htm](http://www.aone.org/local-groups/wone.htm)). It is accessible through the AONE web site. This will give you the chance to access Horizons, applications, minutes and other communications via the Internet.

As a W-ONE member, you also have the opportunity to recognize a peer or be recognized yourself. The applications will soon be available for the 2001 Nurse Leader of the Year. As a member, you should expect to have an application mailed to you. Your CEO will also be receiving one. The award will be presented at the WHA Conference on September 20. In addition, watch for a mailing requesting nominations for W-ONE Treasurer (2-year term) or Board of Directors (also two-year term). The deadline is July 18, 2001.

The Patient Care Committee has developed an Excellence in Patient Safety Award. An application is included in this issue of the Horizons. This is a great opportunity to get recognition for your staff and nursing leadership team for efforts in dealing with patient safety. Submitted ideas will be shared with all of us so that we can implement them in our own organizations.

Committees of W-ONE and the committee chairs are listed on the back page of this and every issue of Horizons. If you are interested in becoming a member of any committee, contact the chair directly. It is a great way to get involved in your organization. And, your organization always needs new ideas and new approaches to keep growing.

Yesterday morning my daffodils had barely poked through the ground. A full day of sunshine and they were almost four inches high! I hope the daffodils in your yard and in your life are on their way to bright blooms.

Think SPRING!

**Carolyn Friese**  
**W-ONE President**

## Legislative Committee

### I. The Legislative Committee has developed the following goals for 2001:

**Goal:** The duties of the Committee on Legislation are to increase members' awareness of the impact of governmental and other regulatory bodies upon health care and to increase active participation/regulations involving health care (see bylaws).

1. Communicate pertinent legislative information to the members.
  - Quarterly Horizons update on current and pending legislation
  - Mailings as required
  - Develop and use an e-mail system to send notices to all members
  - Develop an easy index for access to legislators allowing members to respond quickly to issues.
2. Candidate endorsement policy.
  - Work in collaboration with WNA to establish a process (including facilitating the interview, expediting board approval).
3. Collaborate with WNA Public Policy Council for the purpose of:
  - Decreasing duplication of efforts in regard to legislative health care issues.
  - Increase visibility and influence.
  - A representative from WNA will serve on the W-ONE Legislative Committee, in turn, a representative from the W-ONE Legislative committee will serve on the WNA Public Policy Council.
4. Education of members about the legislative process and issues:
  - Provide written information, video, and live presentations at the W-ONE Conference.
  - Provide a legislative resource pool of members who will be available to WONE members to answer questions about the legislative process.

### II. The Legislative Chair continues to serve as a member on the following committees:

1. WNA, Public Policy Council – The WNA supports efforts to create a health care system that provides equitable access and quality services at affordable cost for all Wisconsin residents. The purpose of the Public Policy Council is to focus on areas of special concern that will be addressed during the legislative session.
2. WHA Council on Public Policy – The purpose of the council is to identify priorities for the 2001 state and federal legislative sessions, as well as from the WHA strategic plan. The council addresses changes that may occur and will make recommendations to the WHA Board on a continuing public policy agenda for 2001-2002.
3. AONE, Finance Committee – The purpose and key functions are to establish financial parameters and targets for the AONE, to recommend an annual budget for the AONE Board, and to review and update the

investment policy of the organization.

### III. Priority Issues being addressed by the Legislative Committee are as follows:

1. Ryan Nursing Home Legislation – The federal Health Care Financing Administration (HCFA), which regulates the nation's health care facilities, recently informed the state of Wisconsin that 'single-task personal care workers are, in its view, not qualified to perform the job for which they were trained and that the single-task employee policy violates federal law. Wisconsin nursing homes have been using trained 'single-task' personal aides for over seven years with positive outcomes. There have been no care violations related to Wisconsin's single-task workers.
2. Candidate Endorsement Process – W-ONE will be working in collaboration with WNA to develop a tool for interviewing political candidates to determine which candidates will be endorsed by the respective organizations. The potential exists that the respective organizations may not endorse the same candidates, even though the same process will be used in the interview process.
3. Patient Safety/Staffing Levels – W-ONE has been working in collaboration with WNA to develop a position paper. A draft was reviewed by the WNA and W-ONE boards by conference call at the board meeting in March in La Crosse.
4. Nursing Shortage – Legislation is currently being drafted by Legislative Reference Bureau and will be introduced as a bill by Rob Kreibich to address the nursing shortage in the state. The purpose of the bill will be to provide a loan forgiveness program such that nursing students would be able to receive a \$10,000 payment cap to complete their nursing education, and the state will pay 1/4 of their loan for every full year of full-time work.

### IV. Other issues of interest:

1. WNA – The annual event 'Nurses Day at the Capital' held in March, was well received by the nursing students in attendance. The title of the event was "From Issues to Action, the Anatomy and Physiology of a Bill." The Whistleblower Legislation was utilized as an example of how an issues moves from an idea, to action, and finally ends with legislation.
2. WHA – the WHA Forum on Public Policy held in February provided an opportunity for interaction and discussion with Phillis Dube, Secretary, Wisconsin Department of Health and Family Services (at the time, she was in her second day in the role). In addition, the event included a speaker from the Wall Street Journal Editorial Board, a panel on health policy, and a panel on state legislative issues.



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 Hoegel, Shirley Larson, Peggy Ose, Diane Postler-Slattey, Faye Deich, Marti Klug  
Editor: Peggy Ose

**If you have not yet renewed your W-ONE membership for 2001, you can do so by contacting Mandy Kalepp at mkalepp@wha.org or 608/268-1806.**

### New Web Site Launched!

W-ONE now has its own web site! Log on to [www.aone.org/local-groups/wone.htm](http://www.aone.org/local-groups/wone.htm) for the latest information about W-ONE and what's happening in your organization. In collaboration with AONE, the American Organization of Nurse Executives, we have established this web site. Access will also be available for a short time through the AONE web site, [www.aone.org](http://www.aone.org) as they introduce us as a new local group accessible from their web site.

You'll find general information about the organization, membership information, board and committee members and more. Come check us out!

### Marketing Committee Update

"Lasso the Fun" was a great success at our 2001 W-ONE Spring Conference. Thanks to all of you we were able to raise over \$2,000 for our organization through drawings and logo item sales. New this year was a silent auction for several special items. These included a University of Wisconsin-Madison hockey stick signed by the entire team which went to Roberta Johnson; a red cowboy hat signed by Barry Alvarez, UW-Madison football coach which also went to Roberta Johnson; and a limited edition wildlife print by Chris Forest which went to Diane Peters.

Our drawings were won by:  
 Diane Strack - Chocolate Basket  
 Linda Trotter - Door County Basket  
 Diane Strack - Coffee Basket  
 Gerald Page - UW-Madison scarf signed by Dan Health  
 Rose Bingham - Luggage  
 Margaret Olson - Necklace

Our logo items included nightshirts with our "Lasso the Fun" theme, fleece pullovers, note pads, briefcases, pens, lunch bags, post-its, and stress grips. Also, thank you to everyone who brought logo items from your own hospitals for our drawings throughout the conference. They certainly helped interest members in our major drawings. Thank you to everyone who made our efforts so successful!

### Patient Care Committee focuses on Patient Safety

The Patient Care Committee has developed an application for a **Patient Safety Award**. The award is to recognize nurses working together and/or with other health care providers on processes or projects that promote patient safety. The criteria include initiatives that are simple, easily replicated and have measurable outcomes. We expect applications that show a wide array of patient safety efforts. The efforts could be in creating a blame-free environment or decreasing falls, decreasing medication errors or any other initiatives focused on patient safety. (See application form inserted in this newsletter.) Returned applications will be reviewed this summer, all entries will be compiled and distributed to hospitals, members, etc. as well as at our conference in the fall. The recognition of the recipient will also occur in the fall.

This is an exciting project for the committee, shedding a positive light upon a topic that has gotten a lot of negative publicity. The award and process will not only recognize those focusing energy on patient safety, but will allow us an opportunity to share ideas and practices on patient safety.

A Member of the Patient Safety Committee will also be actively participating in statewide efforts being made by the Patient Safety Wisconsin coalition.

If you have interest in joining this exciting "Patient Care" committee, please call Betsy Benz at 920/431-3063 or e-mail [bbenz@stvgb.org](mailto:bbenz@stvgb.org). Our meetings for 2001 are scheduled May 8, August 14, and November 13. We meet in Madison at the WHA building from 10 am until around 2 pm.

The Patient Care Committee is also planning on discussing and communicating issues, practices and policies around artificial nails and health care workers. We will look forward to sharing articles and other references on this topic with our members.

### Nursing Staffing Crisis

It is **critical** that nurses and nurse executives become actively engaged in addressing the pending nursing shortage in Wisconsin. As leaders, we will be challenged to address this issue in the organizations within which we work, and also within our communities, our educational systems, and our regulatory and legislative arena. If we as nursing leaders and professionals do not take a proactive leadership role in meeting the shortage issue, others will. The nursing and health care provider shortage will affect the access to and the quality of health care services in our state and, I believe, will become an increasing public policy issue over the next three to ten years.

The nursing shortage in Wisconsin is beginning and will continue to develop and worsen over the next five to ten years. Unlike other shortages, this shortage will be long term in nature. Past measures which were effective in addressing shortages will not be effective this time. It is time to seriously evaluate how to meet the needs for nursing care using new models of nursing education, care delivery, as well as creative recruitment and retention strategies.

Nursing was a growing field in Wisconsin in the 1990s. Between 1988-1996, the number of RNs in Wisconsin increased 32%. The state's population during this same time period grew only 7%, resulting in a 23% growth in Wisconsin per capita, compared to a 20% growth nationwide. (HRSA, 2001)

Since 1996, the number of RNs in Wisconsin increased an additional 25% from 53,040 in 1996 to 66,422 RN's in 2000 according to the Wisconsin Department of Regulation and Licensing.

During this same period from 1996-2000, the average age of the RNs in Wisconsin has increased from 40 years of age in 1996 to 45.43 years in 2000 according to the Department of Regulation and Licensing data.

Wisconsin had 15,964 LPNs licensed in 2000 compared to 11,780 in 1998, a 35% increase. In 1998, Wisconsin had 26 LPNs for every 100 RNs employed, which is lower than the national ratio of 32 LPNs for every 100 RNs.

Although the numbers of RNs and LPNs increased significantly during the last eight years, the age of Wisconsin's nurses also increased. The average age of RNs licensed in Wisconsin is 45.43 years. The average age of LPNs is 48.35 years. (See chart). This indicates that within the next 5-15 years, Wisconsin will experience the retirement of over one-half of its nursing workforce.

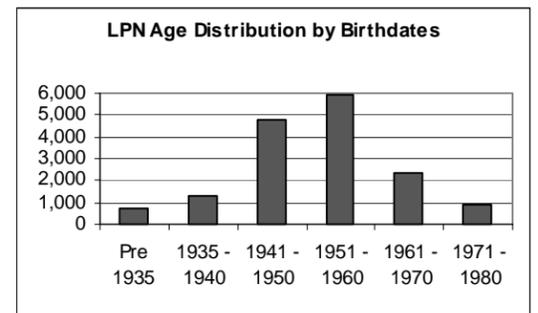
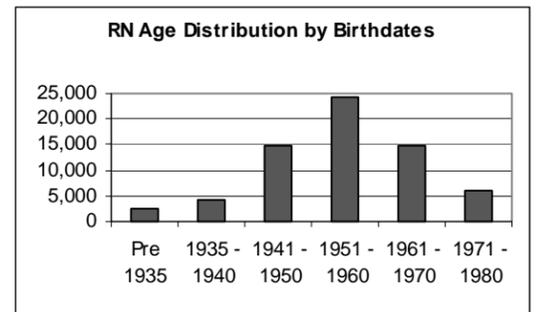
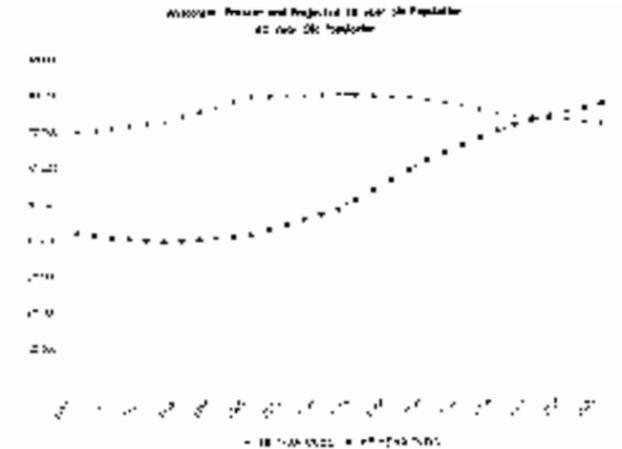
The population of Wisconsin is projected to grow 9% by 2020. The projected growth of the population over 65 years of age will increase by 47%. This compares to a 25% increase in this age group between 1980 and 2000. The growth of the population 18 years of age flattened in 2000 and will begin to decline in 2006. (See graphs).

As the Wisconsin population is aging, the need and demand for nursing services in obviously increasing. This is occurring at the same time that the supply of nurses in Wisconsin is contracting and declining. It is for this reason that W-ONE is concerned about addressing this workforce issue for the current developing and long-term shortage. The size and scope of the impending shortage, as well as the access to and quality of services provided, will be severely impaired unless we begin **NOW** to engage in proactive strategies to improve the supply of nurses and allied health care workers. We must successfully change the decline of health care workers throughout the system to improve effectiveness and efficiency.

In the view of the Wisconsin Nursing Professionals' Organization and the Wisconsin nursing administrators, a multi-scoped approach is required to address this problem. The importance of working together with all facets of the nursing profession, care delivery and educational systems is critical to address these issues. Reactive short-term solutions and finger pointing must be avoided at all costs so that resources are directed to realistic solutions to the critical concerns.

Legislation needs to be directed at root cause, long term solutions and not be reactive, crisis-oriented approaches. Staffing ratios and regulation of overtime do nothing to solve the problem and will only intensify the issue. Ratios and regulation do not stimulate a workforce; they will only further stress the situation and contribute additional tension and barriers to working together towards a solution.

**Diane M. Peters, RN, MS, VP, Work Force Devopment, WHA**



## New W-ONE Members

The membership of W-ONE for 2001 is 163 members--32 of those being new members. If you have not sent your renewal in yet, please do so as soon as possible to ensure that communication from W-ONE will continue uninterrupted.

W-ONE is pleased to announce and introduce to you the new members of 2001.

Mary Simms, Director of Nursing  
Langlade Memorial Hospital - Antigo

Wendy Damm, VP, Patient Care Services  
Columbus Community Hospital, Inc. - Columbus

Diane Anderson, Patient Care Services Administrator  
Shawano Medical Center - Shawano

Ellen A. Zwirlein, Director of Nursing/PT  
Memorial Hospital - Prairie du Chien

Ranae A. Nygaard, Director of Nursing  
Amery Regional Medical Center - Amery

Debra Tidquist, Assistant Director of Nursing  
Tri-County Memorial Hospital - Whitehall

Roxie Green, RN, VP, Nursing & Clinical Services  
Victory Medical Center - Stanley

Pamela Maxon-Cooper, VP, Patient Care Services  
Froedtert Memorial Lutheran Hospital - Milwaukee

Judy A. Sytsma, Chief Nursing Officer  
Community Memorial Hospital - Oconto Falls

Katherine Burbey, Assistant Director  
St. Vincent Hospital - Green Bay

Sue Sullivan, Manager of Nursing Services  
Vernon Memorial Hospital - Viroqua

Sharon Kleinschmidt, Director of Medical & PEDS  
Wausau Hospital - Wausau

Marle G. Golanowski, Director of Patient Care Services  
Sinai Samaritan Medical Center - Milwaukee

Rose Labriola, VP, Patient Care Services  
St. Francis Hospital - Milwaukee

Janet Curtis, Manager, OB/GYN/PED  
Oconomowoc Memorial Hospital - Oconomowoc

Patricia Schroeder, Sr. V.P. for Clinical Performance-  
Chief Nursing Officer  
Covenant Healthcare Systems - Thiersville

Carolyn F. Mueller, Emergency Department  
Supervisor  
St. Luke's South Shore (Aurora) - Cudahy

Mary Kay Leonard, Unit Director  
St. Marys Hospital Medical Center - Madison

Joan Ellis Beglinger, VP, Patient Services  
St. Marys Hospital Medical Center - Madison

Kathryn R. Lall, VP, Patient Care Services  
Memorial Community Hospital - Edgerton

Lori Ferries, Director of Patient Care Services  
Franciscan Skemp - Sparta

Joy N. Kalt, Nurse Manager  
St. Mary's - Columbus

Terry Kabitzke-Groth, Manager  
St. Luke's Medical Center - Jackson

Carol A. Wrable, VP, Patient Care Services  
Saint Joseph's Hospital - Marshfield

Nancy Korom, VP, Patient Care  
Children's Hospital of Wisconsin - Milwaukee

Sue A. Larson, Assistant Administrator of Nursing  
Bay Area Medical Center - Marinette

Susan L. Peterson, Director Patient Services  
Columbia - St. Mary's - Milwaukee

Susan M. Park, Chief Nurse Executive  
Tomah VAMC - Tomah

William E. Brown, Director, Care Services  
Aurora Medical Center - Two Rivers

Mary Jo Klos, Administrative Director  
Gunderson Lutheran - La Crosse

Penny Block, Nurse Manager  
Shawano Medical Center - Shawano

Diane Reif, Patient Care Manager  
West Allis Memorial Hospital - West Allis

**We welcome you to W-ONE and look forward to your future contributions to the W-ONE organization.**

## W-ONE Spring Conference . . . "Round Up All of Your Resources"

There were 110 attendees at the W-ONE Spring conference held at the La Crosse Radisson March 28-29. Those who attended heard presentations from keynote speakers Tom Thibedeau on "The Time of Your Life," Tom Jadin on "Survive and Thrive in Times of Change" and from our own members on a variety of subjects. The feedback on the conference was excellent and has given the Program Committee ideas for next year.

Our affiliation with the WHA helped make the conference a great success from behind the scenes. Also, I need to recognize fellow committee members Jeff Euclid, Jim Mugan, Vicki Miller, and special thanks to Sue Christianson for pulling together the CEAP credits, and Joan Klehr and Barb Hassemmer for their talents in pulling off the western theme and activities. Oh, I can't forget to thank all of the Kenny Rogers and Dolly Partons that participated in this year's conference.

The networking throughout the conference and in the hospitality suite was fun and stimulating. The Spring conference next year will be in Milwaukee at the Pfister on April 24-26, 2002.

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## Call for Nominations

The Wisconsin Organization of Nurse Executives will honor a Wisconsin Nursing Leader who has made significant contributions to the nursing profession and the health care field. As a member of W-ONE, you are invited to submit a nomination for this award by June 30, 2001.

Criteria for selection of the Nurse Leader of the Year, includes the following:

1. A member in good standing of W-ONE.
2. Has provided service to W-ONE through participation in special or standing committees or through elected offices.
3. Has demonstrated creativity in nursing and management/administration.
4. Has promoted the profession of nursing and nursing management within the institution and the community and serves as a role model and coach to others.
5. Has demonstrated nursing leadership by sharing knowledge and expertise, within and outside the hospital through presentations in seminars, formal course offerings and/or publications.
6. Has developed positive intra-institutional relationships with other disciplines including administration and medicine.
7. Participates in a broad range of civic and health care related organizations -- a political activist for nursing and health care.

The award will be presented at the awards luncheon during the WHA annual meeting on September 20, 2001 in Madison.

To obtain a nomination form, contact Mandy Kalepp at WHA - mkalepp@wha.org or 608/274-1820.