

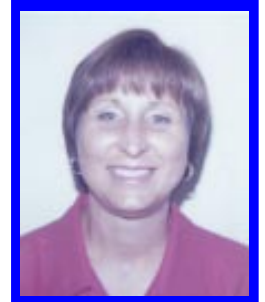
May 2003

HORIZONS

President's Message

Hello colleagues,

Having just attended the W-ONE Spring Conference, I can say spring has sprung! What a wonderful opportunity to learn new things, meet new people and enjoy the company of colleagues. My hat is off to the Program Committee for providing all these wonderful elements. I hope everyone enjoyed the conference as much as I did!



If you attended the Business Meeting at the Conference, you can just skip down to the bottom of my report, as you will have already heard the news. I would like to share the 2003 W-ONE Strategic Plan. As you may know, W-ONE conducted a Zoomerang survey last fall asking for feedback from members regarding the needs of members from the Organization. Much of the feedback received indicated that members are interested in increased communication from W-ONE as well as more opportunities to network with colleagues. Because of this feedback, much of our strategic plan is designed to meet those needs. The impending development of the Wisconsin Nursing Leadership Council will bring about major change for W-ONE in the future, therefore the Board felt it was important to wait before making any major strategic initiatives that might change the direction of the Organization. Having said that, here are the strategic goals for 2003 with a few action steps identified.

- **W-ONE will influence and actively participate in efforts that impact quality initiatives, including Patient Safety.**

Action Steps:

1. Evaluate the need for/structure of the Patient Care Committee
2. Continue to have representation on the Wisconsin Patient Safety Institute (WPSI) Board and provide monetary support
3. Communicate the goals and outcomes of WPSI to members

- **W-ONE will develop strategies for enhancing the development and supply of Nursing Leaders.**

Action Steps:

1. Identify key competencies for nurse leaders and work with WNA to sponsor regional educational sessions
2. Conduct a Zoomerang survey to assess job satisfaction and develop a needs assessment

continued on page 2 . . .

President's Message - continued from page 1

- **W-ONE will sustain a membership of 230 members.**

Action Steps:

1. Recruit and retain membership from 90% of Wisconsin hospitals
2. Redefine the new member program and create a mentoring program

- **W-ONE will participate with Wisconsin Nursing Groups to create one voice for nursing.**

Action Steps:

1. Participate in the Wisconsin Nursing Leadership Council Initiative
2. Collaborate with WNA to develop white papers on mandatory overtime and staffing levels

- **Enhance communication with and among members.**

Action Steps:

1. Procure a website domain unique to the organization, www.w-one.org
2. Send out Board meeting updates to membership
3. Identify existing communication tools available to members
4. Have "Table Topics" at lunch at the Spring Conference

The Board is committed to increasing communication with the members and will have regular updates in HORIZONS regarding the further development and activities concerning each of these goals. If you have concerns or feedback regarding any of these goals, please do not hesitate to contact me or one of the Board members.

I would also like to take this opportunity to impress upon each of you the need to keep yourself informed regarding the development of the Wisconsin Nursing Leadership Council. I outlined the goals and membership of this Council in the last issue of HORIZONS. Our two representatives from W-ONE are Faye Deich and Carol Winegarten. They are committed to sharing information regarding this initiative with all of us through HORIZONS and special e-mails (see related article on page 7). It is imperative that we have knowledge of and input into this initiative as I believe it will change the future direction of our organization. Please communicate thoughts, suggestions, criticisms, etc., to Faye, Carol or any Board member. It's important that we represent the membership on this one!

As spring unfolds into summer, remember to take time for yourself and your families. As the saying goes, "you only go around once in life," so make it the best!

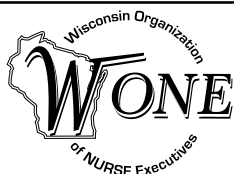
Gerri Staffileno
W-ONE President

Nurse Leader of the Year Award

W-ONE is very fortunate to have many excellent Nurse Leaders. Once a year, you have the opportunity to nominate a fellow W-ONE nursing colleague for the **Nurse Leader of the Year Award**. The individual needs to be an active member of W-ONE, who had demonstrated creativity in either nursing management or nursing administration. The person is seen as a role model, and has contributed to the profession of nursing, and promoted health care within and outside of his/her own organization. Each of you knows someone or several someones who are excellent candidates for the **Nurse Leader of the Year Award**.

A nomination form is included with this issue of Horizons. Use it to nominate a colleague for this recognition. There is nothing that exceeds peer recognition. Let a colleague know that you see the individual as a role model.

Due date: May 30, 2003



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

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

Nurse Leadership Award Nomination

I request that the W-ONE Committee on Nominations and Recognition consider:

NAME _____

TITLE _____

INSTITUTION _____

ADDRESS _____

CITY, STATE, ZIP _____

for the 2003 *Nurse Leader of the Year* award.

Having reviewed the criteria for this award, I believe this candidate has met them in the following ways:

RETURN TO:

W-ONE
c/o WHA
P.O. Box 44992
Madison, WI 53744-4992

Submitted by:

Name: _____

Title: _____

Institution: _____

Address: _____

City, State, Zip: _____

Telephone: _____

Please Return by May 31, 2003

Affiliated Local Group meeting at AONE Conference

Each state was represented at the recent meeting of the American Organization of Nurse Executives (AONE) at which the Board and Executive Director presented the new strategic plan from AONE. The plan builds on the foundation of the organization while expanding further in the areas of creating future care delivery models, being stewards of leadership development, and creating positive and healthy work environments. Also, AONE will be discontinuing the term Affiliated Local Group and returning to the term "Chapter." This was met with a round of applause.

We spent time discussing the many challenges that nursing leaders are facing today. One of the most striking discoveries was that we are at a time when, in a number of hospitals, nursing is being elevated to a new high with the achievement of the ANCC Magnet Status. At the same time, in some organizations, nurse executives are being dismissed and replaced with non-nursing leaders. Overall, the meeting was impressive, identifying the many positive activities happening within each state.

Member Update

Diane Postler Slattery, Ph.D. has been recently named as Chief Operating Officer at Wausau Hospital. Diane has been active in W-ONE as a board member, and most recently as the professional development chairperson. With this promotion, Wausau Hospital is in the process of recruiting a VP of Nursing.

Professional Development Update

We are accepting applications for individuals that are going through Master's programs. The application process is available on the web site.

Program Committee



The Spring Convention in Madison was a "Rockin Good Time!" We had 130 attendees this year. This was a great turnout! As I looked around the rooms of

the educational sessions, meal breaks and the evening events, I saw many smiles, heard much laughter and networking, saw friends being reunited, ideas being shared and felt the energy of having so many of Wisconsin's nurse leaders together in one location. It was AWESOME! Many of the vendors were so impressed that they reminded us to put them on our invitation list for next year.

WHA will be tabulating the evaluations as soon as they can. The Program Committee will be utilizing this information to improve on the conference for 2004. The spring conference in 2004 will be in Green Bay, April 28-April 30. Mark your calendars.

Thank you to all that attended, to all who brought items from their organizations for "giveaways," who found vendors for this event, who participated in the hospitality suite arranged by membership, those that presented, those that listened and those that in any way assisted in making this such a successful event. Thank you to Aurora Health Care for providing the CEUs for this event. I can only hope to see you all, along with more colleagues, in 2004.

Anyone interested in becoming a Program Committee team member, please let me know--jeff.euclide@aurora.org (we are a pretty fun and insightful team).

"Thank you, thank you very much"
(will the real "Mad Dog" please stand up)

Jeff Euclide
Chair of Program Committee-WONE

W-ONE Membership

The current membership of WONE is at 235 with 52 of those being new members. The membership list was sent to all members via email during April. If you did not receive the list please contact Bridget Gifford at bgifford@wha.org or at the WHA office in Madison. We would like to hear feedback from you regarding this method of distributing the membership list. Our goal is to reduce printing and mailing costs as well as to keep the list current and updated as needed. We had 149 members renewing their membership by December 31 of 2002 and who were then eligible for a drawing of a \$50 gift certificate from the marketing committee. The drawing for this prize was held at the W-ONE Spring Conference and the winner was Daniel Adams, VP of Patient Care Services at Memorial Medical Center in Ashland. Congratulations Dan!

Please welcome and support the new members below and include them in networking opportunities.

Lynn Adams, Nurse Executive, Rogers Memorial Hospital, Oconomowoc
Paul Albrecht, Director, Franciscan Skemp Healthcare, La Crosse
Ruth Barton, Clinical Manager, Gunderson Lutheran Medical Center, La Crosse
Richard Berendes, Nurse Executive, Franciscan Skemp Healthcare, La Crosse
Victoria Brahm, Director/Manager, Zablocki VA Med. Center, Milwaukee
Jack Burke, Nurse Exec., Columbia St Mary's, Milwaukee
Sara Carpenter, Director/Manager, Gunderson Lutheran, La Crosse
Jachlyn Chartier, Director/Manager, Wausau Hospital
Sherry Christensen, Director/Manager, Door County Memorial Hosp, Sturgeon Bay
Christine Corcoran, Administrator, Community Care Organization, Milwaukee
Linda Cottreau, Director/Manager, Aurora Sinai Medical Center, Milwaukee
Kathleen Gall, Director/Manager, St. Luke's Medical Center, Milwaukee
Jane Greenlee, Director/ED/UC/EMS, Mercy Health System, Janesville
Patricia Hall, Director/Manager, Howard Young Med. Center, Woodruff
Nancy Hammes, Director, Patient Care, Franciscan Skemp Healthcare, La Crosse
Candace Hennessy, Nurse Executive, St. Michael Hospital, Milwaukee
Kelly Hogue, Director/Manager, Langlade Memorial Hospital, Antigo
Steven Holman, Director/Manager, Franciscan Skemp Healthcare, La Crosse
Beth Johnson, Director/Manager, Stoughton Hospital
Jodi Johnson, Director/Manager, Zablocki VA Medical Center, Milwaukee
Kimberly Johnson, Director, Sacred Heart Hospital, Eau Claire
Michael Kenney, Director/Manager, St. Mary's Ozaukee, Mequon
Terri Langer, Director/Manager, Reedsburg Area Medical Center
Nancy Lawrence, Director/Manager, FAMHS, Fort Atkinson
Peg Leider, Director/Manager, Community Mem. Hosp, Menomonee Falls
Kathy Lord, Director, St. Joseph Outpatient Center, Milwaukee
Judithe Murphy, Division Manager, Zablocki VA Medical Center, Milwaukee
Rose Nelson, Clinical Manager, Gunderson Lutheran, La Crosse
Beverly Niebuhr, Director/Manager, MS, Tomah Memorial Hospital, Tomah
Kathryn Olson, Director/Manager, Saint Joseph's Hospital, Marshfield
Theresa Pichelmeyer, Nurse Executive, Theda Clark Medical Center, Neenah
Mary Puetzer, Nurse Executive, St. Joseph's Reg. Med. Center, Milwaukee
Cindy Quade, Director/Manager, Gunderson Lutheran, La Crosse
Diane Reif, Director Medical Telemetry, West Allis Memorial Hospital
Dana Richardson, VP, Quality Initiatives, Wisconsin Hospital Association, Madison
Judy Riedel, Director/Manager, Saint Joseph's Hospital, Marshfield
Linda Scalzo, VP, Patient Care Services, Elmbrook Memorial Hospital, Brookfield
Franklin Scott, Nurse Executive, Riverside Medical Center, Waupaca
Christine Shaw, Nurse Executive, Oconomowoc Memorial Hosp.
Raymonda Shogren, Director/Manager, St. Clare Hospital/Health Services, Baraboo
Lori Slattery Smith, Director/Manager, Riverview Hospital, Wisconsin Rapids
Karen Sturdevant, Manager, Eagle River Memorial Hospital
Jean Surguy, Director, Patient Care, Ripon Medical Center
Toni Tengblad, Nurse Executive, St. Joseph's Comm. Health Services, Hillsboro
Margaret Terlizzi, Director/Manager, Columbia St. Mary's, Ozaukee
Cheryl Uffelman, Director/Manager, Gunderson Lutheran, LaCrosse
Judith Warmuth, VP Workforce Development, Wisconsin Hospital Association, Madison
Tracy Wurtzler, Manager, Stoughton Hospital, Stoughton
Victoria VanSkyhawk, Director/Manager, Eagle River Memorial Hospital, Eagle River
Tammy Vehrenkomp, Nurse Manager, Black River Mem. Hosp, Black River Falls
Sheila Zimmer, Director, Seven Oaks, Glendale
Mary Zwygart, Dept. Chair, Nursing Systems, University of Wisconsin, Eau Claire

W-ONE Needs You!!

Recently, you received a letter or e-mail message from the Nominations Committee. We are looking for **your** interest in being more actively involved in **W-ONE**. Would you be interested in being on the slate as the Treasurer or a Board position? If not one of those, how about becoming a member of one of your committees?

The pay is FANTASTIC! You will have the chance to lead W-ONE by providing your vision, strategies, ideas and skills. Your effort will be rewarded though seeing positive change in **your** organization. You will have the chance to spend time with other really terrific nurse leaders. You will have a reason to travel to Madison about five times a year (Board Meetings).

Everyone's plate is full both personally and professionally. It is easy to say "I just don't have the time." If you don't make the time to build **your W-ONE**, the outcome could be that no one would have the time and soon there would be no W-ONE. The voice of nursing leadership in Wisconsin could grow quiet and then become non-existent.

Please respond to the letter or e-mail message. **W-ONE NEEDS YOU!!**

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W-ONE Spring Conference Marketing

Another exciting W-ONE conference was held this year and thanks to you, the membership, the Marketing Committee experienced a very successful conference as well. In keeping with our theme, we sold bobby socks with our logo as well as mock turtle necks, denim shirts, briefcases, portfolios, pens, golf balls, and fleece pullovers. Our prizewinners were as follows:

Coffee Basket - Judy Warmuth, WHA
Bath/Body Basket - Diane Anderson, Shawano
Breadmaker - Sherry Kleinschmidt, Wausau
Watch - Jill Baxter, Janesville
Bracelet - Margaret Olson, Menomonie

Thank you again for your generous gifts of hospital logo items that were donated as "give-aways." This made our event very successful! And thank you for your generosity in supporting W-ONE.



Judy Warmuth Joins WHA Staff

The health care workforce is the focus of Judy Warmuth, newest WHA employee. Judy is an RN with experience in both management and education. Her previous position was as patient care manager at Group Health Cooperative. Previously she was with Meriter and has done statewide programming for UW Extension.

Judy is working on such diverse issues as nurse aide testing, nurse recruitment and retention, physician availability, apprenticeships in health care and on-line position posting.

She is most interested in spending her time on issues of highest interest to the membership, so wants to hear regularly from all of you. Please e-mail or call her with ideas, suggestions and opinions! She is at jwarmuth@wha.org and/or 608-274-1820. Judy is making the rounds of WHA regions and regional meetings and would love to meet all of you.

Judy attended the Spring Conference and the pre-conference Board meeting. She was also the lucky winner of the Coffee Basket in the Conference raffle!

Wisconsin Nursing Leadership Council for Strategic Planning

The journey . . .

The work of the Wisconsin Nursing Redesign Consortium over the past few years has resulted in the formation of the Wisconsin Nursing Leadership Council for Strategic Planning. This monumental moment in time brought nursing leaders from across the state to the table to collectively and collaboratively address the nursing shortage. The Leadership Council is made up of representatives from the Wisconsin Organization of Nurse Executives, Wisconsin Nurses Association, Wisconsin League for Nursing, the Board of Nursing, Wisconsin Association of Associate Degree Nursing Education, Wisconsin Association of Collegiate Schools of Nursing and at-large members representing diverse practice areas. Faye Deich, President-Elect and Carol Winegarden, Recruitment and Retention are representing W-ONE.

The Leadership Council's mission is to be the "unified voice for nursing in the state as we own and manage the nursing shortage." The overall goal will be to develop a statewide strategic plan outlining measurable, actionable, recommendations to address the nursing shortage. Under the direction of professional facilitator Ann Zansig, this newly formed Council had its kick-off meeting on April 10 in Milwaukee.

Strategic planning was described as a journey. As our journey began, the Leadership Council examined the nursing profession's past and identified core values. The values deemed important to bring into the future included:

Professional identity Sense of tradition Ownership of nursing Respect for nurses Respect for the nursing profession Pride in the profession	Professionalism Accountability Commitment to patients Providers of continuity of care Maintain connectedness with patients Social intertwining
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After examining our past, we then moved along our journey to begin the process of visioning the future of nursing in Wisconsin. Brainstorming resulted in many ideas grouped into 11 major categories:

1. Central data warehouse and analysis center
2. Involvement of all stakeholders
3. Community partnerships/sponsorships
4. Practice environment
5. Leadership Academy
6. Retention
7. Recruitment
8. Nursing as a valued profession
9. Nursing role
10. Care delivery systems
11. Education

From all the ideas generated, the next task will be to fill gaps, and add and delete categories. At the May 8 meeting, a SWOT analysis was done around the finalized items. Monthly meetings are planned to continue the nursing shortage strategic planning process. Your thoughts and guidance are most welcome as we continue our journey. Please contact Faye or Carol with your input.

*Carol Winegarden
Nursing Recruitment & Retention*

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Member Checklist

- Please contact Bridget Gifford whenever you have a change in either employment or residential address to guarantee timely mailings. e-mail bgifford@wha.org or 608/268-1806.
- Submit articles for publication in the next issue of Horizons to Peggy Ose, 715/421-7427.
- If you are interested in being a part of a specific committee, contact the committee chair.

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