NNSDO Convention 2001

July 15 – 18
Caesars Palace Las Vegas

Providing Fast, Focused, Flexible Staff Development and Patient Education

National Nursing Staff Development Organization
7794 Grow Drive
Pensacola, FL 32514–7072
(800) 489–1995
(850) 474–0995
Program Goals

The Goals of the 2001 NNSDO Convention are to:

▲ Develop new skills to improve educational outcomes.
▲ Network with peers on issues of common concern.
▲ Increase knowledge of trends and issues.

What are the key benefits of attending?

The annual convention will include . . .

▲ Top-level, national speakers . . . As always, the opening, keynote, and closing sessions feature proven professionals who will inform and inspire.
▲ An information-packed program book for reference during the convention. And it’s a great resource for the workplace!
▲ Preconvention workshops that allow for in-depth study of contemporary issues in staff development.
▲ Endless opportunities for networking.

▲ Opportunities to develop new friendships with other staff development professionals.
▲ Participation in the annual business meeting.
▲ Make a difference in the future of the organization!
▲ Peer-reviewed concurrent session presentations by top professionals in the field.
▲ New and innovative ideas for application in a variety of staff development settings.

Who will benefit by attending?

You'll benefit from attending if you are a . . .

▲ Staff Development Specialist or Director of Nursing Education/Staff Development.
▲ Patient Educator in any setting including acute care, long-term care, and home care.
▲ Human Resources Manager with continuing education responsibilities.
▲ Staff Nurse with responsibility for staff development and/or education of unit personnel.
▲ Consultant in the field of staff development and/or patient education.

▲ Nursing faculty member with education and research responsibilities in the areas of patient education and staff development.
▲ Novice or beginner in the field of staff development.
▲ Provider of products and services for continuing education and staff development.
▲ Graduate or undergraduate student in nursing or education with a specialization in nursing education, staff development, or patient education.

Get the answers to these crucial questions.

Have you ever asked . . .

How do I get published in the nursing literature?
How do I make meetings count?
What are the challenges in ethical decisions?
How can I develop an evidence-based practice program?
What is a pain management program?
What is involved in becoming an entrepreneur?
How do I create a caring workplace?
What is the best way to prepare presentation proposals?
How do I win the funding game?
What is skills competency training?
How do I develop a career portfolio?

There is a concurrent session which addresses each of these questions. Descriptions begin on page 6.
Saturday, July 14, 2001

7:00 a.m.  .......... Preconvention Workshop Registration
8:00 a.m. - 5:00 p.m.  .......... Certification Preparation Course—Day 1
8:00 a.m. - 5:00 p.m.  .......... Workshop I (offsite)
              Developing Web-Based Training: A Hands-on Workshop
              Jan Buhmann, MS, RN,C
8:00 a.m. - 12:00 noon  .......... Workshop II
              From Idea to Print: Writing for Publication in the Nursing Literature
              Belinda E. Puetz, PhD, RN
1:00 p.m. - 5:00 p.m.  .......... Workshop III
              N L N / N N S D O Collaborative Workshop
              Defining, Promoting, and Assessing Them
              Theresa M. Valiga, EdD, RN

Sunday, July 15, 2001

7:00 a.m.  .......... Preconvention Workshop Registration
8:00 a.m. - 5:00 p.m.  .......... Certification Preparation Course—Day 2
8:00 a.m. - 12:00 noon  .......... Workshop IV
              Negotiation: An Essential Skill That Empowers Nurses
              J. Grif Alspach, EdD, MSN, RN, FAAN
8:00 a.m. - 12:00 noon  .......... Workshop V
              The Thrill of Patient Education—How to Excite Your Staff About Teaching Patients and Families
              Fran London, MS, RN; Pat Auracher, MS, RN,C
8:00 a.m. - 12:00 noon  .......... Workshop VI
              Somewhere Over the Rainbow
              Michele Deck, MEd, RN, LCCE
8:00 a.m. - 12:00 noon  .......... Workshop VII (offsite)
              Developing Self Learning Modules for Computer Delivery
              Susan Boyer, MEd, RN
1:00 p.m. - 5:00 p.m.  .......... Workshop VIII (offsite)
              Advanced Internet Maneuvers: A Guide for the Experienced User
              Linda Puetz, BSN, BA, RN
1:00 p.m. - 5:00 p.m.  .......... Workshop IX
              Getting the Credit That You Deserve
              Kari Schmidt, MS, RN, CRRN
1:00 p.m. - 5:00 p.m.  .......... Workshop X
              Managing Your Financial Health: Designing a Care Plan for Nurses
              J. Grif Alspach, EdD, MSN, RN, FAAN
1:00 p.m. - 5:00 p.m.  .......... Workshop XI
              Detective Boot Camp:
              The “M” is for “Medical Error” Train the Trainer
              Jeffrey Zurlinden, M.S, RN; Norma Mailand, D.N, RN
4:30 p.m. - 5:30 p.m.  .......... Moderator Meeting
5:00 p.m. - 6:00 p.m.  .......... New Participant Orientation
6:00 p.m. - 7:30 p.m.  .......... Opening Session

Monday, July 16, 2001

7:30 a.m.  .......... Scavenger Hunt for Research Begins
7:30 a.m.  .......... Registration
8:00 a.m. - 9:30 a.m.  .......... Keynote Session
              Vicki D. Lachman, PhD, RN, CS, CNAA
9:30 a.m.  .......... Poster Setup
9:30 a.m. - 10:30 a.m.  .......... Break in Exhibit Area
10:30 a.m. - 12:00 noon  .......... Concurrent Session I
12:00 noon - 1:30 p.m.  .......... Lunch in Exhibit Area
★ Star Search ★
1:45 p.m. - 3:15 p.m.  .......... Concurrent Session II
3:30 p.m. - 5:30 p.m.  .......... N N S D O Annual Business Meeting
7:00 p.m. - 8:30 p.m.  .......... Concurrent Session III
              (repeat of Concurrent Session II)

Tuesday, July 17, 2001

7:00 a.m. - 3:00 p.m.  .......... Registration Open
7:30 a.m. - 9:30 a.m.  .......... Breakfast Session
              Sponsored by Purdue Pharma L.P.
9:45 a.m. - 11:15 a.m.  .......... Concurrent Session IV
11:15 a.m. - 12:45 p.m.  .......... Lunch in Exhibit Area
1:00 p.m. - 2:30 p.m.  .......... Concurrent Session V
2:30 p.m. - 3:30 p.m.  .......... Break in the Exhibit Area
3:45 p.m. - 5:15 p.m.  .......... Concurrent Session VI
4:00 p.m.  .......... Exhibits Close
5:00 p.m.  .......... Cash Bar Reception/Posters
6:00 p.m.  .......... Free Evening

Wednesday, July 18, 2001

7:30 a.m. - 9:30 a.m.  .......... Affiliate Development Session
8:00 a.m. - 12:00 noon  .......... Registration
8:30 a.m. - 9:30 a.m.  .......... Posters Close/Coffee
9:45 a.m. - 11:15 a.m.  .......... Concurrent Session VII
10:00 a.m.  .......... Scavenger Hunt Lists Due
11:15 a.m. - 11:30 a.m.  .......... Transit Break
11:30 a.m. - 2:00 p.m.  .......... Closing Brunch
              Leah Curtin, ScD (h), MS, MA, RN, FAAN
              Sponsored by Cross Country University

Thursday, July 19, 2001

8:00 a.m. - 5:00 p.m.  .......... Military Special Interest Group Educational Workshop
SPEAKERS

Judith Briles, PhD, MBA

Opening Session
Confidence, communications, conflict, change, sabotage in the workplace, gender issues, and money are topics that Judith Briles presents from her thirty years of business and entrepreneurial experiences. She is an award winning author of twenty books and an international motivational speaker who delivers her programs with content and humor. Dr. Briles is recognized as an expert on workplace issues and their solutions. She concentrates on common sense strategies that are adaptable in both personal and business environments.

Dr. Briles is known as a catalyst for change and believes that every pitfall experienced leads to an opportunity and greater success. She is a national director of The WISH List and is an honorary member of the Association of Women Surgeons and The Women Officers Professional Association.

Vicki D. Lachman, PhD, RN, CS, CNA

Keynote Session
Vicki D. Lachman is president of V. L. Associates, a consulting and training firm specializing in the changing needs of the healthcare industry. As an expert in organizational development, she has had extensive experience as a consultant to more than 200 medical centers, community hospitals, long-term care facilities, HMOs, and healthcare practitioner offices.

Training, systems development, and one-on-one coaching are among the methods she uses to assist client organizations to achieve their objectives. Dr. Lachman's understanding of the dynamics of healthcare organizations is derived from academic, clinical, and managerial experience gained from 30 years of involvement in this field.

Leah Curtin, ScD(h), MS, MA, RN, FAAN

Closing Session
Leah Curtin, Editor-in-Chief of Nursing Management for 20 years, now publishes CurtinCalls, an irreverent, fact-filled scan of nursing and health care in the United States. In 1982, she was elected a Fellow of the American Academy of Nursing for her work in ethics, and in 1990 she was awarded an honorary doctorate from the State University of New York for the impact her editorials have had on the development of nursing and health care in the United States.

In 1996, Dr. Curtin was a scholar-in-residence at Ballarat University in Victoria, Australia. She also was a visiting scholar at the University of Oklahoma, Brigham Young University, and the University of Eastern Kentucky. She is the first virtual faculty member of the University of Colorado's School of Nursing. She is the author of more than 200 articles and 240 editorials as well as 6 books written for professionals— and one recently released book, Sunflowers in the Sand, written for a general audience.

Convention reaffirmed that I do more than I give myself credit for.
— A 2000 Convention Participant

Great variety of topics and speakers.
— A 2000 Convention Participant

Scavenger Hunt for Research
Sponsored by Primedia Workplace Learning

In 2001 NNSDO is offering a Scavenger Hunt for Research to replace the traditional Fun Run/Walk for Research. Given the congested Strip area and the temperatures in Las Vegas in July, the NNSDO Planning Committee decided to offer a Scavenger Hunt instead of a Fun Run/Walk.

Participants who purchase a tee shirt for $10.00 can compete for the Grand prize—a $500.00 airfare voucher to the 2002 NNSDO Convention in Indianapolis, IN, July 25–28, 2002. Participants competing for the Grand prize will be given Scavenger Hunt instructions with their tee shirts. Participants will have from Monday, July 16, 2001, through Wednesday, July 18, 2001, at 10:00 a.m. to gather all items on the list.

All lists must be turned into the registration desk for “certification” no later than 10:00 a.m. on Wednesday, July 18, 2001. All lists will be verified for accuracy and completeness. Those lists certified as complete and accurate will be entered in a drawing for the Grand and Runner up Prizes.

At the Closing Brunch, one participant will be awarded an airfare voucher for $500.00 (Grand Prize) for the 2002 Convention in Indianapolis, IN, with the second place winner receiving complimentary convention registration.

To participate in the Scavenger Hunt for Research, please mark the appropriate RSVP box and include $10 for your tee shirt and entry.
Certification Preparation Course

**July 14 & 15 .................. 8:00 a.m. - 5:00 p.m.**

This two-day course offers preparation for the American Nurses Credentialing Center (ANCC) generalist certification examination in nursing continuing education/staff development. It includes an extensive review of the staff development curriculum and a practice exam.

**Workshop I** (offsite)

**Saturday, July 14 .................. 8:00 a.m. - 5:00 p.m.**

**Developing Web-Based Training: A Hands-on Workshop**

Jan Buhmann, MS, RN,C
Clinical Educator, PeaceHealth Center for Healthcare Improvement, Eugene, OR

In this workshop, the presenter will help educators to outline the courseware development process. Novices to Web development will be presented with strategies that can be applied in a variety of settings, from transforming PowerPoint modules for online delivery to developing Web-based training courses from scratch. Teaching effectiveness and productivity will be emphasized, and good instructional design will be discussed. Hands-on practice in Web course development will be offered during the workshop.

**Workshop II**

**Saturday, July 14 ................. 8:00 a.m. - 12:00 noon**

**From Idea to Print: Writing for Publication in the Nursing Literature**

Belinda E. Puetz, PhD, RN
Editor-in-Chief, Journal for Nurses in Staff Development Administrator, National Nursing Staff Development Organization, Pensacola, FL

In this always popular, entertaining workshop, participants will learn exactly how to develop a manuscript for publication in a professional journal. They will learn how to from an author's as well as an editor's perspective.

**Workshop III**

**Saturday, July 14 .................. 1:00 p.m. - 5:00 p.m.**

**NLN/NNSDO Collaborative Workshop**

Theresa M. Valiga, EdD, RN
Director of Research and Professional Development National League for Nursing, New York, NY

The presenter will discuss: What competencies are needed for nursing practice in the 21st century? How can education and practice collaborate to promote these competencies during the educational process? How can these competencies be promoted/advanced in the practice arena after graduation? And how can these competencies be assessed in the practice arena?

**Workshop IV**

**Sunday, July 15 .................. 8:00 a.m. - 12:00 noon**

**Negotiation: An Essential Skill That Empowers Nurses**

J. Grif Alspach, EdD, MSN, RN, FAAN
Consultant, Nursing Staff Development & Competency-Based Staff Performance Appraisal Systems Annapolis, MD

Today's collaborative, multidisciplinary healthcare delivery system requires nurse educators to negotiate effectively with peers, subordinates, and superiors. This session introduces the negotiation process, its potential benefits, crucial elements, and sequential steps. Participants will also have an opportunity to distinguish their own negotiation style and identify criteria of a successful negotiation.

**Workshop V**

**Sunday, July 15 .................. 8:00 a.m. - 12:00 noon**

**The Thrill of Patient Education—How to Excite Your Staff About Teaching Patients and Families**

Fran London, M S, RN
Health Education Specialist Phoenix Children's Hospital, Phoenix, AZ

Pat Auracher, M S, RN,C
Managing Editor, CareNotes at Micromedex Littleton, CO

Discover the thrill of patient and family education and learn how to transfer that excitement to your staff! This four-hour, highly interactive workshop will immerse you in exploring the nature of effective and efficient patient and family education. You will leave with a deeper understanding and a staff educator's survival kit, including competency-measurement tools for skills related to patient and family education.

**Workshop VI**

**Sunday, July 15 .................. 8:00 a.m. - 12:00 noon**

**Somewhere Over the Rainbow**

Michele Deck, MEd, RN, LCCE
President/CEO GAMES and Tool Thyme for Trainers, Metairie, LA

Have you ever taught a class with unhappy learners? A class that was so challenging that you found yourself clicking your heels together and repeating, “I just want to go home, I just want to go home”? Has a learner ever drained you, demanding high attention throughout a class? If so, this session will share practical, simple, and easy to implement ideas you can use in your class. This session contains about 20% different content than last year's workshop, “Lions, Tigers and Bears, Oh My!”

**Workshop VII** (offsite)

**Sunday, July 15 .................. 8:00 a.m. - 12:00 noon**

**Developing Self Learning Modules for Computer Delivery**

Susan Boyer, M Ed, RN
Director of Education and Nursing Internship Project Springfield Hospital, Springfield, VT

This workshop focuses on the development of self-learning modules for computer media and will use PowerPoint and Netscape as the delivery tools. We will explore and practice special effects that are available via computer media and...
The Briles Group, Inc.

Judith Briles, PhD, MBA
President, The Briles Group, Inc., Aurora, CO

Keynote Session

Monday, July 16 ..................... 8:00 a.m. – 9:30 a.m.

Vicki D. Lachman, PhD, RN, CS, CNAA
V. L. Associates, Philadelphia, PA

Concurrent Session I

Monday, July 16 ................ 10:30 a.m. – 12:00 noon

A) Demystifying Critical Thinking

Leah Kinnaird, EdD, RN
Consultant, Creative Healthcare Management, Minneapolis, MN

This session is more practical than theoretical, providing insight into how to move from task-based to knowledge-based work that supports all clinical efforts. A videotaped patient interview is analyzed to see how the nurse reframed the patient's need for care and negotiated effective changes.

Workshop VIII

Sunday, July 15 ....................... 1:00 p.m. – 5:00 p.m.

Managing Your Financial Health: Designing a Care Plan for Nurses

J. Grif Alspach, EdD, MSN, RN, FAAN
Consultant, Nursing Staff Development & Competency-Based Staff Performance Appraisal Systems, Annapolis, MD

Managing one’s personal finances can be a daunting and intimidating task for most of us. Because some financial needs are unique to women and because nearly 97% of nurses are women, this program will provide guidelines on how nurses can develop a financial plan with these special needs in mind.

Workshop IX

Sunday, July 15 ....................... 1:00 p.m. – 5:00 p.m.

Getting the Credit That You Deserve

Kari Schmidt, M S, RN, CRRN
Director, Training and Organization Development, Aurora Healthcare, Milwaukee, WI

Have you ever thought that you are not given credit for your expertise and experience? This dynamic and information-packed workshop will highlight strategies for enhancing your credibility and articulating your expertise. Identifying sources of influence, analyzing the impact of communication preferences, and tips for powerful presentation techniques will be included. Techniques for marketing yourself within and outside of your organization will also be featured.

Opening Session

Sunday, July 15 ....................... 6:00 p.m. – 7:30 p.m.

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Workshop XI

Sunday, July 15 ....................... 1:00 p.m. – 5:00 p.m.

Detective Boot Camp: The “M” is for “Medication Error” Train the Trainer

Jeffrey Zurlinden, M S, RN
Norma Mailand, DN, RN
Partners, Clinical Care Solutions, Chicago, IL

In the wake of the Institute of Medicine study, “To Err is Human,” and alarming news media reports of nursing errors, staff development specialists need techniques to help their organizations reduce risk. This workshop offers a train-the-trainer experience for the experienced staff development specialist. Experience a learning process that matches your wits with super-sleuths from Sherlock Holmes to Kelsey Millhone. Learn how to use film and radio clips, as well as interactive exercises and case studies, to apply the critical thinking techniques of the world’s greatest detectives to realistic clinical puzzles.

Workshop VIII

Sunday, July 15 ....................... 1:00 p.m. – 5:00 p.m.

Advanced Internet Maneuvers: A Guide for the Experienced User

Linda Puetz, BSN, BA, RN
Education Specialist, Children's Mercy Hospital, Kansas City, MO

Comfortable getting around on the Internet, but need more advanced knowledge about searching, how to download files, find and use graphics, join online e-mail discussion groups, make bookmarks, participate in live chat, and the ins and outs of online purchasing? This is the session for you! We'll be learning together in a low-pressure atmosphere with hands-on practice time and roamer's to answer your questions and help over any rough spots.

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What things make a workplace enjoyable and attractive to

Creating A Caring Workplace

B) seven key educational processes.

This interactive presentation will provide an in-depth review of pain management modalities, including assessment and interventional therapies, JCAHO standards, and state-of-the-art, in research and literature, from a multi-disciplinary perspective. Participants will increase knowledge surrounding staff knowledge level assessments and the utilization of staff knowledge development to drive pain management programs. Level: Novice to Advanced.

D) The Painless Approach to a Pain Management Program

Patricia Welch Dittman, MSN, RN, CDE
Director, Nursing Education/Performance Improvement Program

Patrick Beaver, BA, RN, LC
Nursing Education Manager, Holy Cross Hospital
Fort Lauderdale, FL

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C) Skills Competency Training ... As Easy as 1, 2, 3! or Is It?

Mary Beth Flynn, MS, RN, CNS, CCRN
Clinical Instructor/Clinical Nurse Specialist
University of Colorado Hospital, Denver, CO

Do you struggle with competency testing of your clinical staff? Do you have less time and finances? Are you tired of teaching skills at competency stations? Maintaining and documenting staff competency remains a JCAHO requirement. This session will help staff development professionals evaluate methods available to validate competency. Workforce personality characteristics need consideration in development of competency programs. Evaluation and strategies for success will be shared. Level: Novice to Intermediate.

E) Making Meetings Count

Brian French, MS, RN, C
Professional Development Coordinator

Deborah Washington, MSN, RN
Director, Patient Care Services Diversity

What makes a meeting successful? This session will provide numerous ideas and examples of how you can instill a caring component into your workplace. Level: Novice to Advanced.

F) Diversity and Culturally-Competent Care: A Key Partnership to Promote Organizational Change

Brian French, MS, RN, C
Professional Development Coordinator

Deborah Washington, MSN, RN
Director, Patient Care Services Diversity

Massachusetts General Hospital, Boston, MA

Diversity and culturally-competent care make a positive impact on the quality of care and healthcare outcomes. In this program, the presenters will discuss the importance of culture and diversity in our lives, outline an organization's staff development initiatives, and review evaluation strategies to measure organizational impact. Level: Novice to Advanced.

Concurrent Session II

Monday, July 16 ....................... 1:45 p.m. - 3:15 p.m.
(Repeated for Concurrent Session III)

A) Using Business Plans to Manage Educational Processes

Myrtle Taylor Williams, MSN, RN, C, CNAA
Director, Clinical Training and Development
Texas Children's Hospital, Houston, TX

Business plans are essential for most businesses in corporate America. They help define the products and services that are to be delivered, allocate resources, and measure success. In this session, the presenter will describe the use of business plans to facilitate the effective and efficient management of seven key educational processes. Level: Advanced.

B) Creating A Caring Workplace

Jean Bulmer, MSN, RN, C
Manager, Center for Education & Staff Development
Hamot Medical Center, Erie, PA

What makes a workplace enjoyable and attractive to workers? Why is it that some departments have a high turnover and others have little turnover? This session will provide numerous ideas and examples of how you can instill a caring component into your workplace. Level: Novice.

E) The Art and Science of Funding Acquisition: Winning the Funding Game or Becoming Your Own Fairy Godmother

Francie Wolgin, MSN, RN, C
Program Officer, The Health Foundation of Greater Cincinnati, Cincinnati, OH

Have you settled with doing “more with less” long enough to take action? Securing support and funding requires both skill and strategy. Don’t rely on lady luck to secure financial resources or capital purchases. This session is designed for energetic leaders who are comfortable with or open to coloring outside the lines. Level: Intermediate to Advanced.

F) The Painless Approach to a Pain Management Program

Mitzi T. Grey, MEd, RN, C
President, Grey and Company, Inc., Mocksville, NC

Do you struggle with competency testing of your clinical staff? Do you have less time and finances? Are you tired of teaching skills at competency stations? Maintaining and documenting staff competency remains a JCAHO requirement. This session will help staff development professionals evaluate methods available to validate competency. Workforce personality characteristics need consideration in development of competency programs. Evaluation and strategies for success will be shared. Level: Novice to Intermediate.

The convention was excellent.

— A 2000 Convention Participant
Nurses as Negotiators: The Attributes of Competency
J. Grif Alspach, EdD, MSN, RN, FAAN
Consultant, N ursing Staff Development & Competency-Based Staff Performance Appraisal Systems
Annapolis, MD

In this session, the presenter will explore the dynamics involved in the negotiation process and the traits that nurses need to acquire in order to be effective negotiators. **Level: Novice to Advanced.**

B) Implementation of an Innovative Educator Role: Clinical Education Consultant for an Integrated Health Care System
Pat Juarez, MS, RN, CCRN
Clinical Education Consultant
Advocate Health Care, Oak Brook, IL

In this session, the presenter will describe the role of a system-wide clinical education consultant for a specific clinical specialty, critical care. Strategies used to meet the challenges of implementing this role and the advantages of implementing system-wide educational programs and processes will be presented. The system-wide educator role will be compared and contrasted with the more traditional unit—or hospital-based educator role. **Level: Intermediate.**

C) Solving the Puzzle: How to Develop an Evidence-Based Practice Program
Mary Krugman, PhD, RN
Director, Professional Resources
University of Colorado Health, Denver, CO

Puzzled about evidence-based practice? Considering implementing an evidence-based program? This presentation includes information about how to define the basics of evidence-based practice, components and steps to program development, implementation strategies, and creative ways to sustain given limited resources. Examples, samples, and outcomes are highlighted. **Level: Novice to Advanced.**

D) Service and Education Partnership: Starting the Residency Early
Pam I. H. George, MSN, MSA, RN
Clinical Assistant Professor
Pacific Lutheran University, Tacoma, WA

As agencies are facing the nursing shortage, partnering with local schools/nursing programs may result in new employees. Senior students participating in a residency program that starts while they are still in the student role can be beneficial to the student and the employer. Participants will assess their needs, design a program, and evaluate their program. **Level: Novice to Advanced.**

E) Creativity: Survival Depends On It!
Barbara J. Crim, MBA, RN, CNOR
Healthcare Administrator
PRIME DA H healthcare, Carrollton, TX

Do you feel like you never know what tomorrow will bring? O nce you finally "get the hang" of something, does it change? D o you hear "we've always done it that way" in the workplace? O ne thing we know for sure, the future isn't what is used to be! So how do we prepare for what the future is going to hand us? It is through anticipation, innovation, and excellence. At the root of all of this is creative thinking. This session will focus on how to change our assumptions, solve problems, and move beyond self-imposed limits. **Level: Novice to Advanced.**

F) How to Get Your Arms Around Decentralized Education: Doing Education Better, Faster, More Conveniently, Cheaper, and Still Having Fun
Bonnie L. Howell, BSN, RN
Director, Nursing Education and ICU
Pat Trapp, RN
Staff Educator, Beaver Dam Community Hospitals, Inc.
Beaver Dam, WI

Educators face the dilemma of meeting multiple demands with limited resources. Our education department used the process of "systems thinking" to successfully decentralize education services across multiple levels of care and services in a community hospital. Join the presenters to learn how you can apply these strategies in your healthcare setting. **Level: Novice to Advanced.**

Concurrent Session V
Tuesday, July 17 1:00 p.m. - 2:30 p.m.

A) Identifying Performance Criteria for Staff Development Competencies: Results to Date
Barbara A. Brunt, MA, RN, C
Manager, Nursing Education and Staff Development
Summa Health System, Akron, OH

In this session, the presenters will share findings of completed research studies identifying performance criteria for staff development competencies. The research method was developed from a pilot study. NNSDO funded one additional study. The findings of that study will be shared, and participants will have the opportunity to discuss the criteria. **Level: Novice to Advanced.**

B) Becoming an Entrepreneur: How to Manage Your Own Business
Adrienne Avillion, DEd, RN
President, AEA Consulting, York, PA

Many staff development educators have, at one time or another, speculated about owning and operating their own business. The purpose of this concurrent session is to offer guidelines for the development and management of an education business. Useful resources, including a variety of Web sites, are identified as part of the tools needed to become an entrepreneur. **Level: Advanced.**

C) I Know You Can't See This in the Back, But . . .
Nancy Konzelmann, MS, RN, CN
Clinical Education Specialist
St. Joseph's Hospital & Medical Center, Paterson, NJ

Visual aids are intended to enhance a presentation and
increase learners' retention of the content. You may want to be remembered for your technical knowledge or even your keen sense of humor, but not for your illegible slides. This session will include design concepts with examples of what works and what doesn't for transparencies, slides, and computer-projected images. Level: Novice to Advanced.

D) Instructionally Sound and Visually Appealing: Creating Attractive Courseware on the Web

Jan Buhmann, MS, RN,C
Consultant, Online Learning and Technology Implementation, Eugene, OR

Tired of boring, but “instructionally sound,” Web-based training? Learn what makes courses easy to use AND look cool. In this session, the presenter will discuss interface design related to screen layout, navigation, typography, colors, and graphics. Examples will illustrate design ideas that work and those that . . . need a little help. Level: Novice to Advanced (no Web design experience necessary).

E) Fostering Novice to Expert Transition Through Student Nurse Externships: The Pros, Cons, and How To’s

Roxanne A. Moutafis, MS, RN
Senior Lecturer
Josephine C. Palmer, MS, RN
Special Projects Coordinator
University Medical Center, Tucson, AZ

Healthcare institutions across the country are in dire need of well-prepared graduate nurses. Most nursing programs are faced with decreasing enrollments, shrinking academic requirements, and decreasing acute care clinical experiences for their students. Results of a three-year study comparing student outcomes among three groups of nursing students provide support for the importance of an externship experience over experience in a non-licensed assistive personnel role. This session provides strategies for creating an externship program and identifies the key components for recruiting and retaining the student nurse externs. Level: Novice to Advanced.

F) Sharing Your Best Efforts: Preparing Proposals for Presentation

Mitzi T. Grey, M Ed, RN,C
President, Grey and Company, Inc., Mocksville, NC

Learners are seeking programs and presentations that are practical, effective, and efficient. A memorable learning experience is characterized by an energizing presentation that encourages the learner to be actively involved in the learning process. This session will provide participants with strategies and tips for preparing proposals for presentation at national conferences that are descriptive, creative, and successful. Participants will explore the what, the how, and the what comes next for preparing proposals in addition to evaluating sample proposal packages. Level: Novice to Advanced.

Concurrent Session VI

Tuesday, July 17 .......................... 3:45 p.m. – 5:15 p.m.

A) Building a Corporate University for Health Care—Brick by Brick

Eric S. Kugler, M Ed
Chief Learning Officer, Memorial Hermann Healthcare System, Houston, TX

Learn how Memorial Hermann Healthcare System developed, designed, and implemented a leading edge corporate university that serves 15,000 employees and 6,000 physicians. Learn how it made the business case to gain funding and support from senior management. Learn the fundamentals of developing an “e-learning” strategy, and how clinical and non-clinical content is migrating to technology based training via the Internet, improving outcomes, and lowering costs. Level: Novice to Advanced.

B) So You Want to Publish? Strategies for Success!

Kathleen M. Dunn-Cane, Lt. Col., MS, RN,C
Deputy Chief Nurse Executive
United States Air Force, Holloman Air Force Base, NM

One constant in today's healthcare environment is change. How can we capture strategies one department used to successfully prepare other departments for challenges and demands? Publishing successes and lessons learned captures the process and allows other healthcare providers to benefit. This session provides the audience the tools necessary to begin and successfully complete the publishing process. Level: Advanced.

C) Now What? A Tool Kit for the New Staff Development Educator

Cheryl Lindy, MS, RN,C, CNAA
Director, Nursing & Patient Education
St. Luke’s Episcopal Hospital, Houston, TX

This session is designed to provide practical knowledge and skills for the nurse beginning to practice in staff development. New staff development educators are asked to implement numerous activities and are easily overwhelmed. This presentation will clarify the role of the staff development educator, provide strategies to implement the role, and suggest survival tools and techniques. Level: Novice.

D) Applying Transcultural Concepts and Skills to Nursing Practice

Sandra Leinonen, BS, RN
Nursing Education Specialist

Judy A. Ruegg, RN
Registered Nurse, Urgent Care Center

Mary A. Severson, MA, RN
Discharge Planning Coordinator

Mayo Clinic, Rochester, MN

In this session, the presenters will discuss application of transcultural concepts and skills that enable staff to provide culturally congruent care. Culture, general and specific, staff development offerings and the development of resources including an intranet Web site, cultural assessment guidelines, and communication resources for non-English speaking patients will be presented through dialogue and case scenarios. Level: Novice to Advanced.

E) Houston, We Have a Program! The Joint Trauma Training Center

Sandra L. Bruce, Lt Col, USAF, NC
Education Officer, United States Air Force
Fort Sam Houston, TX

Connie Stamateris, MS, RN, CCRN, CEN
Chief Nurse, SICU Faculty, San Antonio, TX

James A. Cleveland, BSN, RN
Major, US Army Nurse Corps, Joint Trauma Training Center at Ben Taub General Hospital, Houston, TX

Looking for a win/win program for your facility? Our partnership at Ben Taub General Hospital in Houston has reaped...
Whether your interest is in establishing a partnership or learning about our innovative, competency-based approach to specialty training, hop aboard our "Space Shuttle!"

**Level: Intermediate to Advanced.**

F) Star Search Winner 2000

“Senses: Y'all Teaching Techniques

Elaine Hinojosa, M.N., RN,C
Clinical Educator, Ochsner Foundation Hospital
New Orleans, LA

Your mind, like your body, becomes more active when the senses are stimulated. The participants who come to your class are no different. Their sensory equipment must be activated before their minds will realize and accept the facts, concepts, and skills you want them to learn.

**Level: Intermediate.**

**Concurrent Session VII**

**Wednesday, July 18 9:45 a.m. - 11:15 a.m.**

A) Hitting the Bull’s Eye: Critical Elements of Strategic Alignment

Kari Schmidt, M.S, RN,C, CRNN
CEO/Trainer, Training for Impact, Milwaukee, WI

Alignment of staff development activities with strategic direction is essential in today's healthcare organization. However, opportunities to participate in the development and implementation of strategic plans may be missed. This dynamic session will take the mystery out of the strategic and business planning processes. Varying levels of involvement and participation for staff development professionals and non-executives will be featured. **Level: Advanced.**

B) Education or Trivial Pursuit? Making a Difference Where it Counts!

Judith King, M.S, RN
Director, Organizational Development
Memorial Hermann Northwest Hospital, Houston, TX

This presentation includes the planning, implementation, and evaluation of programs that make a difference at the bedside. The presenter discusses how achieving outcomes at the bedside involves redoing our entire way of thinking about everything we do from needs assessment to writing objectives to presentation to evaluation. **Level: Intermediate.**

C) American Nurses Credentialing Center Accreditation Program

Jean Zehler, M.SE, RN, CNA
Associate Chief Nurse for Education
Central Arkansas Veterans Healthcare System
Little Rock, AR

Continuing education enhances nursing practice and helps to maintain and improve the health of the public. To keep pace with the changes that have taken place in the health care environment, the ANCC Commission on Accreditation has extensively revised process-focused criteria to outcomes criteria. These criteria guide the application process for those who are or wish to explore the possibility of becoming an accredited provider or approver of continuing education in nursing. In this session, the presenter will review the criteria revisions and the resultant application changes. **Level: Intermediate to Advanced.**

D) Fighting Fires Without Burning Bridges: Effective Strategies for Managing Conflict

Brian M. French, M.S, RN,C
Professional Development Coordinator
Rosalie A. Tyrrell, M.S, RN
Professional Development Coordinator
Massachusetts General Hospital, Boston, MA

The complexities of health care require that we master conflict management skills. This session will include a review of the nature of conflict in health care, a comprehensive staff development curriculum, the results of a conflict management style study, and organizational strategies to deal effectively with conflict. **Level: Novice to Advanced.**

E) Differentiating the Practice of Nurse Educators

Myrtle Taylor Williams, M.SN, RN,C, CNAA
Director, Clinical Training and Development
Texas Children's Hospital, Houston, TX

This presentation is designed for advanced education practitioners; the presenter will describe the development, implementation, and evaluation of a four-level differentiated practice track for educators. The education track is designed to develop, recognize, and reward educators. **Level: Advanced.**

F) Developing Your Career Portfolio: Your Career Depends On It!

Franklin Shaffer, EdD, RN
Executive Director
Rosemary Westra, M.S, RN
Manager, Continuing Education
Cross Country TravCorps
Boca Raton, FL

Increasingly, today's environment creates opportunities for professional growth and development. To capture these opportunities and demonstrate competency to meet the needs of today's environment, individuals need to develop a career management strategy. One strategy is development of a career management curriculum, the results of a conflict management skills. This session will include a review of the nature of conflict in health care, a comprehensive staff development curriculum, the results of a conflict management style study, and organizational strategies to deal effectively with conflict. **Level: Novice to Advanced.**

**Closing Brunch**

**Wednesday, July 18 11:30 a.m. - 2:00 p.m.**

Leah Curtin, ScD (h), M.S, MA, RN, FAAN
Editor and Publisher, Curtin Calls
Metier Publications, LLP, Cincinnati, OH

Sponsored by Cross Country University
From Staff Development to Clinical Research: Developing a Research-Based Standard of Practice
Sande Graciano Jones, PhD, ARNP, ACRCN, C, CS

N EBS: A Different Kind of Buddy
Judith A. King, MS, RN

Applying Transcultural Concepts and Skills to Nursing Practice
Sandra J. Leinonen, BS, RN

Challenges in Education in Today’s Health Care Environment: Decentralized vs. Centralized Competency Testing
Shelly Limon, MS, RN

The Changing Nature of Nursing Education: Computer Instruction vs. Classroom Lecture for Basic Arrhythmia
Shelly Limon, MS, RN

The Educator as Leader in a Changing Health Care Environment
Lori Lind, BSN, RN, RN

Teaching Basic ECG to Diverse Education Levels
Lisa Lorenzo, BSN, RN

Merging Health Care Organizations: A Strategic Opportunity to Create a Renewed Nursing Professional Development Division
Denise Malo, PhD(c), MSN, RN

Are You Ready Freddie? Two Heads are Better than One OR Team Up to Provide Multi-Service Line Education
Robin Mauro, BSN, RN

Don’t Gamble With Staff Development—Focus on Patient Education Outcomes
Anita Mador, BSN, RN

Bridging the Gap: Establishing a Collaborative Relationship With a College of Nursing
Laurie A. Mitchell, EdD, RN, CNOR

New Knowledge Into Practice Through Discussion/Author Connection
Susan Diemert Moch, PhD, RN

Staff Nurse/Researcher Partnering in Developing Practice Knowledge
Susan Diemert Moch, PhD, RN

Fort Taub Project: Joint Trauma Training Center
Jennifer Myles, MA, RN

Harris County Hospital District’s District Education Department’s Use of a Monthly Newsletter
Teri A. Newson, BSN, RN, CCRN

Staff Educators and Department Managers/Instructors
Carolyn Nunley, BSN, RN

Unit Assistants: A New Position Created to Meet the Challenges of Recruitment and Retention in an Extended Care Unit
Barbara Piwowar, MS, RN

Incidence of Seclusion/Restraint on an Inpatient Psychiatric Unit: Pre and Post Line Staff Training
Barri K. Platter, MS, RN

Rebuilding an Annual Competency Process From the Ground Up
Phyllis Quinlan, MS, RN

Competency-Based Nursing Orientation for New Employees
Rebecca Reach

ENHANCE: Building an Expert Nursing Staff
Peg Reiter, MS, RN

Student Nurse Extern Program: An Innovative Way to Address the RN Shortage
Jean Roberson, MS, RN

Cardiopulmonary Resuscitation: Plan, Do, Check, Act
Janice Rollman, BSN, RN

Collegial Relationships Between Licensed and Unlicensed Personnel: Are They Within Our Grasp?
Flo Schaefer, BSN, RN

What, When & How of Using Multimedia in Providing Quality Learning Opportunities
Priscilla Schinella, RN

Beg, Steal, or Borrow? Using a Marketing Approach to Recruit and Retain Staff
Mary Smith, RN, CCRN, BSHA

Train-the-Trainer: Implementing and Evaluating a Multidisciplinary Organization-Wide Education Approach
Raymond F. Thurbler, MEd, RN

Speeding up the Journey Extern to RN: Creating a Nurse Extern Program That Fosters Recruitment and Decreases GN Orientation Time
Pat Trapp, BSN, RN

Joining Forces to Coach as a Team and Help Mento Staff for Optimum Outcomes
Roseline Ventimiglia, MEd, RN, BSN, RN

The Why and How of Holistic Nursing and Complementary Practices in the New Millennium
Nancy L. Vilomar

Alternative Strategies in Staff Development Programs Designed to Meet the Educational Needs of Diverse Employee Populations
Barbara A. Winkle, BSN, RN

Share the Power! Successful Implementation of an Education Council
Jean K. Zehler, MS, RN, CNA

Please Note: Not all poster presenters have confirmed participation.
As you enter Caesars Palace, you will notice the spectacular fountains, majestic cypress trees, beautiful landscaping, and gleaming marble reproductions of classic statuary. Bacchus and his cohorts continue to come to life inside the impressive Forum Shops, and Caesars itself is a reminder of how the modern Strip got started. The willingness to take any concept and push it to the limits of good taste has made it the quintessential Las Vegas casino since its opening in 1966.

Inside Caesars Palace you will have an opportunity to enjoy fine dining at Bacchanal, Empress Court, Hyakumi, Nero’s, Palace Court, and Terrazza’s. Recently, Terrazza’s was written up in an editorial profile as “a huge, expansive, high-ceilinged, and expensive, not to mention gorgeous, comfortable, restrained, and one of the best Italian restaurants in town. Dining al fresco while sitting at the edge of the newly renovated Caesar’s pool area soon may also make it one of the most coveted dining spots around.”

Nominated for “Best Shopping District and Best Place to People Watch,” the Forum Shops are an adventure you will not want to miss! The Forum Shops are more than a mere shopping experience: They’re an empire of attractions. There are more than one hundred upscale shops as well as famous restaurants in this indoor mall where the sky changes from day to night, thanks to the ancient Roman god Fluorescentias.

Accommodations

Make your plans now to attend the NNSDO Convention at Caesars Palace in Las Vegas, NV, July 15–18, 2001. Caesars Palace is holding rooms for NNSDO at a nominal rate of $129.00 single or double occupancy in the Forum, Centurion, or Roman Towers and $149.00 single or double occupancy in Palace Tower—the newest tower with elevator access directly to the convention meeting rooms. Caesars Palace is extending these special rates from July 13–20, 2001. There is limited occupancy on the 13th and 14th.

Make your reservations today to avoid the possibility of a filled room block! Call Caesars Palace Room Reservations at (800) 634-6661. Be sure to tell the reservations personnel that you are with the NNSDO Convention in order to receive this special rate. Rooms at this special rate are available until June 13, 2001, or until the room block is filled. Once this date is passed or the room block filled, the special NNSDO rates cannot be guaranteed.

Caesars Palace
3570 Las Vegas Blvd. S., Las Vegas, NV 89109
Telephone (702) 731–7110; Fax (702) 731–6636
Reservations (800) 634–6661

Travel

ATC has been selected as the official travel agency for the 2001 NNSDO Convention in Las Vegas, NV.

By calling ATC you will receive 10–15% off airline tickets purchased more than 60 days prior to your travel dates. For tickets purchased less than 60 days prior to the travel dates, the discount will be 5–10%. These discounts apply for travel July 12, 2001, through July 21, 2001.

ATC also offers:

- Lowest fares on ANY airline flights.
- Advance seat assignments.
- Special advance meal requests on airline flights.
- Frequent flier programs.
- Electronic ticketing.
- E-mail access for convenient booking of tickets.

To take advantage of these great rates, please call between the hours of 8:00 a.m. and 8:00 p.m. (Central Standard Time), Monday through Friday. Advise the travel agent that you are attending the NNSDO Convention to receive the discounted rates.

1(800) 458–9383
E-mail: assntravel@aol.com
Fax: (858) 581–3988

Las Vegas is one of the most accessible resort destinations in the world. McCarran International Airport is currently among the 14 busiest in the nation with more than 840 scheduled flights arriving and departing daily. It is only one mile from the Strip's mega-hotels.

Las Vegas Shuttle Service

The least expensive transportation from the airport is the Las Vegas Limo (LVL) service. Using this ride-share limo service from the hotel costs just $4.00 per person each way. After collecting your luggage, exit door 5 in the baggage area to LVL cashier. The limo accommodates 6–7 people so the stops are minimal.

For the return trip, arrange return limo service with at least an hour notice. LVL can be reached at (702) 739–8414.

Taxi service is also available in the transportation area. Taxi rates are calculated during wait time in addition to mileage. Cab fare to the hotel is approximately $15.00 one way.
REGISTRATION

Remember: Please complete both sides of this form!

3 easy ways to register!

Mail this form with payment to NNSDO National Office,
7794 Grow Drive, Pensacola, FL 32514–7072; or
Call (850) 474–0995 or 1(800) 489–1995 with your credit card number; or
Fax to (850) 484–8762.

Name ___________________________________________________________
First Name for Badge _______________________

Credentials ______________________________________________________

Title _____________________________________________________________

Institution _________________________________________________________

City __________________________________ State _________________________

The above information will appear on your badge. Please indicate your mailing address below.

Address ___________________________________________________________

City __________________________________ State __________ Zip ___________

The above mailing address is my □ work address □ home address.

Daytime Phone (______) Fax (______) E-mail Address________________________

❑ I am a member of the ________________ Affiliate of NNSDO.

❑ I want to become a member of NNSDO. I have selected the appropriate box on the back of this form, and have included membership dues.

Roommate Locator Service
Help! Please find me a roommate so I can cut my rooming expenses in half at the convention. See details on page 15.
❑ Smoking □ Non-Smoking

Arrival Date ____________________ Departure Date _________________

Please read this information carefully before completing the fee section of this form.

Registration
The type of registration is determined by the date that the registration is postmarked—in the case of mailing—or received in the National Office—in the case of faxed or phoned registrations.

Registrations postmarked or faxed on or before June 13, 2001, will be considered early registrations.

Registrations postmarked or faxed after June 13, 2001, will be considered regular registrations and must include an additional $50.

To be pre-registered for the convention, you must complete early or regular registration, as outlined above, by June 23, 2001.

Registrations postmarked or faxed after June 23, 2001, will be considered onsite registrations. Onsite registrations are welcome, but please be prepared to take a little longer at the registration desk when you arrive.

Following receipt of registration form and payment you will receive a confirmation letter in about two weeks. No confirmation letters will be sent after June 23, 2001.

Payment
Payment must accompany this registration form. Where appropriate, a copy of a purchase order is sufficient. Registration forms received without payment will not be processed until payment is received.

Fee Section
Registration fees for the full convention include the educational program and food events listed in this brochure. Single day registration fees include the educational program and food events listed in this brochure for the day the participant is registered. Spouse or guest registration fees include the food events listed in this brochure, but do not include the educational sessions.

Registration fees for the full convention or for single-day registration do not include the preconvention workshops. Preconvention workshops are optional educational activities and have a separate fee.

Cancellations & Transfers
Cancellations or transfers must be requested in writing and postmarked or faxed by June 23, 2001. Refunds will be issued following the convention. A $50 administrative fee will be assessed. If you transfer your registration to another person, please include a completed registration form for that person with your written request.

Discounts
Multiple registrations (3 or more) from the same institution will receive a $20 discount per individual. To be eligible for the discount, the registration forms must arrive together and have the discount information clearly noted. This discount applies only to early registrations for the full convention.
A. Preconvention Workshops

Computer Workshops (limited seating; offsite location; fee includes transportation)

- Workshop I (full day)
  - NNSDO Member: $179.00
  - Non-Member*: $229.00
- Workshop VII (morning)
  - NNSDO Member: $129.00
  - Non-Member*: $179.00
- Workshop VIII (afternoon)
  - NNSDO Member: $129.00
  - Non-Member*: $179.00

Half Day Workshops

- Workshop II (morning)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop III (afternoon)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop IV (morning)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop V (morning)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop VI (morning)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop IX (afternoon)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop X (afternoon)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00
- Workshop XI (afternoon)
  - NNSDO Member: $69.00
  - Non-Member*: $119.00

2-Day Certification Preparation Course

- NNSDO Member: $199.00
- Non-Member*: $249.00

Subtotal A: $________

Complete either Full Convention (B) or Single Day (C) Registration!

B. Full Convention Registration

- NNSDO Member: $359.00
- Non-Member*: $449.00

Subtotal B: $________

C. Single Day Registration

- Sunday only: $109.00 (includes opening session and reception only; does NOT include workshops)
- Monday only: $139.00
- Tuesday only: $169.00
- Wednesday only: $109.00

Subtotal C: $________

D. Spouse or Guest Registration

- Spouse or Guest: $155.00

Name _____________________________________________

Subtotal D: $________

E. Membership Fees

- New
- Renewal

Save time and money. Renew or join today!

- Regular Member: $50.00
- Contributing Member: $100.00
- Executive Member: $250.00

Subtotal E: $________

F. Optional Special Event

- Scavenger Hunt for Research: $10.00
  - Includes t-shirt and entry. See page 4 for details.

Subtotal F: $________

* Non-members may register at the member price by including annual membership dues with their registration fee. See Section E above.

Total Fees

Add subtotals from previous sections:

A. Preconvention Workshops: $________
B. Full Convention Registration: $________
C. Single Day Registration: $________
D. Spouse or Guest Registration: $________
E. Membership Fees: $________
F. Scavenger Hunt for Research: $________

For credit card use —

Visa □
MasterCard □
American Express □

Credit Card #____________
Expiration Date Month_____ Year_____

Signature ________________________________

Or send check — Check # ____________
Make check payable to NNSDO.

Or send a copy of purchase order —

PO # __________________________________

Payment or purchase order must accompany this form. Tax ID# 59–3018398

RSVP!

Your response is required for the following events. Please indicate which of these you will attend:

- Grand Opening of Exhibits Reception, Sunday, July 15
- Lunch With the Exhibitors, Monday, July 16
- Breakfast Symposium Sponsored by Purdue Pharma L.P., Tuesday, July 17 (limited seating)
- Lunch With the Exhibitors, Tuesday, July 17
- Poster Cash Bar and Reception, Tuesday, July 17
- Closing Brunch, Wednesday, July 18

Important!

Please indicate which Concurrent Sessions you are interested in attending. Please check one session letter for each column.

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Special Needs

- I will need assistance.
- I will need vegetarian meals.

Hotel Reservations

Participants are responsible for their own hotel reservations. You may make your reservations by calling (800) 634–6661. Hotel information, including rates, is on page 12.
Networking

As always, a key benefit of attending the NNSDO Convention is the opportunity to develop relationships with your colleagues through networking. Networking provides many tangible benefits to convention participants.

Message Board
NNSDO will have a message board to facilitate networking. Bring your questions and ideas to post for response by your colleagues. If you have a special interest, arrange to meet others with your interests. We encourage participants to post job listings on the message board.

Exhibits
One group of professionals worth cultivating is exhibitors. Representatives from a variety of companies will be on hand to answer your questions and demonstrate their products. You will learn about the latest products and services for staff development, and your practice will benefit from having a productive relationship with industry representatives who can keep you informed of the latest developments in technology, pharmaceuticals, software, publications, and other products and services for the staff development professional.

Roommate Locator
NNSDO again offers the Roommate Locator Service as a way to reduce your hotel expenses. Just check the appropriate box on the registration form.

Your name, telephone number, address, arrival and departure dates, and smoking preferences will be provided to others who have requested this service. You will receive a list of potential roommates in advance of the meeting.

Use this list of potential roommates to locate a roommate with similar preferences and arrival and departure dates. Once you find a roommate, please contact the Registrar at the NNSDO National Office to have your information removed from the list.

We strongly recommend that you make a hotel reservation as soon as possible. If a roommate is located and both individuals have reserved a room, one reservation can be cancelled.

Membership

The National Nursing Staff Development Organization (NNSDO) is the only national specialty organization specifically for staff development educators. Membership in NNSDO is open to those nurses engaged in any aspect of staff development.

NNSDO was formed by a group of nursing staff development educators who saw the need for a specialty nursing organization for themselves and their colleagues. After a positive response to a year-long feasibility study, the organization was formed in 1989.

Seventy-five percent of NNSDO members hold a master's degree or higher in nursing and are department heads in hospitals or universities. Many members are consultants in the field of nursing staff development and own their own businesses.

Mission Statement
The National Nursing Staff Development Organization (NNSDO) advances the specialty practice of staff development for the enhancement of quality healthcare outcomes.

Staff development, as a specialty of nursing, is —

▲ Defined by standards
▲ Based on research
▲ Critical to quality patient and organizational outcomes

Benefits of membership
▲ Networking opportunities with nursing staff development educators in a variety of healthcare settings and geographic areas.
▲ Participation on Committees and Task Forces on issues of concern to nursing staff development educators.
▲ Affiliation of local groups of nursing staff development educators with the national organization.
▲ Discounted attendance at NNSDO's annual conventions.
▲ Discounts on NNSDO products and services.

Remember to mark the appropriate box on page 14 to join NNSDO when you register. Save money by joining at the time of registration!
NNSDO National Office
7794 Grow Drive
Pensacola, FL 32514–7072

Nationally Recognized Speakers!
Judith Briles, PhD, MBA
Vicki Lachman, PhD, RN, CS, CNAA
Leah Curtin, ScD(h), MS, MA, RN, FAAN

Highlights!

NNSDO 2001

Educational Topics:
▲ Critical Thinking
▲ Ethical Decisions
▲ Pain Management
▲ Transcultural Concepts
▲ Evidence Based Practice
▲ Decentralized Education
▲ Competency Assessment
▲ Winning the Funding Game

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