Concise, Creative, and Cost Effective:
Patient Education and Staff Development for the 21st Century

Convention 2002

July 25 - 28
Indianapolis, IN
Indianapolis Marriott Downtown

NNSDO
7794 Grow Drive
Pensacola, FL 32514–7072
(800) 489–1995; (850) 474–0995
Program Goals

The Goals of the 2002 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 find options for career choices? How can I offer CE on the Internet?
What can I do to involve learners more? How do I develop a work force on a budget?
How do I create a customer education program? How I do get published?
How is the NNSDO convention created? Can I develop a Web-based tracking system?

There is a concurrent session which addresses each of these questions. Descriptions begin on page 7.
Program at a Glance

Wednesday, July 24, 2002
7:00 a.m.–5:00 p.m. ............................................. Registration
8:00 a.m.–5:00 p.m. ............................................. Certification Preparation Course—Day 1
8:00 a.m.–5:00 p.m. ............................................. Workshop I
Developing Web-Based Courses: A Hands-On Workshop
8:00 a.m.–12:00 noon ......................................... Workshop II
Writing a Staff Development Plan That Works: Effective Business Strategies for the 21st Century
Adrienne E. Avillion, DEd, RN
8:00 a.m.–12:00 noon ......................................... Workshop III
Leading With Soul/Retaining Employees
Linda Henry, BS, RN
1:00 p.m.–5:00 p.m. ............................................. Workshop IV
NLN/NNSDO Collaborative Workshop
How Partnerships Can Help the Educator Shortage
Pamela R. Jeffries, DNS, RN; Diane Billings, EdD, RN, FAAN;
Wendy Burke, MHA, BSN, RN; Linda Urden, DNS, RN, FAAN;
Connie Rowles, DNS, RN; Cynthia Stone, MSN, RN
1:00 p.m.–5:00 p.m. ............................................. Workshop V
Optimizing the Role of Nursing Staff Development
Through Risk Management
Mary A. Seisser, MSN, RN, FASHRM, CPHRM, CPHQ
Alice L. Epstein, MHA, DASHRM, FAHQ, CPHQ
1:00 p.m.–5:00 p.m. ............................................. Workshop VI
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
8:00 a.m.–12:00 noon ......................................... Workshop VII
Fundamentals of Designing Competency Assessment Programs
for Staff Development and Patient Education
Grif Alspach, EdD, MSN, RN, FAAN
8:00 a.m.–12:00 noon ......................................... Workshop VIII
Test Construction: Build It and They Will Become Competent?
Bette Case, PhD, RN,C
8:00 a.m.–12:00 noon ......................................... Workshop IX
The Thrill of Patient Education—How to Excite Your Staff About Teaching Patients and Families
Pat Auracher, MS, RN,C
12:00 noon–4:00 p.m. ........... Journal for Nurses in Staff Development
Editorial Board Meeting
1:00 p.m.–5:00 p.m. ............................................. Workshop X
Developing Self-Learning Modules for Computer Delivery
Susan A. Boyer, MEd, RN
1:00 p.m.–5:00 p.m. ............................................. Workshop XI
Taking Charge of Your Financial Health
Grif Alspach, EdD, MSN, RN, FAAN
1:00 p.m.–5:00 p.m. ............................................. Workshop XII
Teaching Television and Information Age Learners
Michele Deck, MEd, RN, LCCE, FACCE
1:00 p.m.–5:00 p.m. ............................................. Workshop XIII
Adapting Your Nursing Skills: Starting Your Own Business
C. Diane Byrum, MSN, RN, CCRN, CCNS
Trish Bleynat, MSN, RN,C

Thursday, July 25, 2002
7:00 a.m.–5:00 p.m. ............................................. Registration
8:00 a.m.–5:00 p.m. ............................................. Exhibit Set Up
8:00 a.m.–5:00 p.m. ..... Certification Preparation Course—Day 2
8:00 a.m.–12:00 noon ......................................... Workshop I
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
8:00 a.m.–12:00 noon ......................................... Workshop II
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Alice L. Epstein, MHA, DASHRM, FAHQ, CPHQ
3:30 p.m.–7:30 p.m. ................................. Cash Bar Reception
Posters will be staffed during the reception.
Posters will close after the reception.
Sponsored by Cross Country University

Friday, July 26, 2002
7:00 a.m.–5:00 p.m. ............................................. Registration
7:00 a.m.–8:00 a.m. .................... Continental Breakfast
8:00 a.m.–12:00 noon ....................... Poster Set-Up
8:00 a.m.–9:30 a.m. ....................... Keynote Session
Karlene Kerfoot, PhD, RN, CNA, FAAN
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 2002*
1:45 p.m.–3:15 p.m. ....................... Concurrent Session II
(repeat of CS III)
3:30 p.m.–5:30 p.m. .............. NNSDO Annual Business Meeting
5:30 p.m.–7:00 p.m. ....................... General Session I
The Power of e-Communication and the Impact of e-Learning
Sponsored by Cisco Systems and PRIMEDIA Workplace Learning (HSTN and JCSN)
7:00 p.m.–8:30 p.m. ....................... Concurrent Session III
(repeat of CS II)

Saturday, July 27, 2002
8:00 a.m.–3:00 p.m. ....................... Registration
8:00 a.m.–9:45 a.m. ................... Continental Breakfast
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
5:30 p.m.–7:30 p.m. ....................... Cash Bar Reception
Posters will be staffed during the reception.
Posters will close after the reception.
Sponsored by Cross Country University

Sunday, July 28, 2002
7:00 a.m.–12:00 noon ....................... Registration
7:30 a.m.–9:30 a.m. ..................... Affiliate Development Breakfast
7:45 a.m. ................................. Fun Run/Walk for Research
9:45 a.m.–11:15 a.m. ....................... Concurrent Session VII
11:15 a.m.–11:30 a.m. ....................... Transit Break
11:30 a.m.–2:00 p.m. ....................... Closing Brunch
Melodie Chenevert, MA, RN
Sponsored by Cross Country University

Monday, July 28, 2002
8:00 a.m.–5:00 p.m. .................... Military Special Interest Group
Educational Workshop
Speakers

Debra Townsend, BSN, RN

Opening Session
Debra Townsend has dedicated her professional life to the promotion of a compassionate and competent model of leadership. Debra’s strength lies in her ability to draw from 29 years of experience in critical care nursing, education, and management. Blending her roles as entrepreneur, educator, and clinician, she conveys the humor, challenges, and unbridled joys that are encountered within the profession. It is Debra’s unique ability to energize her audiences and share her vision of compassionate care that truly makes her a “nurse’s nurse.”

Karlene Kerfoot, PhD, RN, CNAA, FAAN

Keynote Session
Karlene Kerfoot is the Senior Vice President for Nursing and Patient Care Services and Chief Nurse Executive of Clarian Health Partners, Inc., and Associate Dean of Nursing Practice, Indiana University School of Nursing. As Senior Vice President, Karlene is responsible for the leadership, education, and training activities for the system. She also initiated the development of the Memorial Hermann University. Karlene has recently been appointed as the Vice President/Chief Nursing Officer-Patient Care for the Memorial Hermann System. In this role, she is accountable for building innovative quality and cost effective patient care programs across the entire system.

Karlene has written more than 200 journal articles and book chapters, writes a regular column for Nursing Economics entitled “On Leadership,” co-authored the book, The Nurse as Executive (4th edition), and serves on 12 major editorial boards.

Melodie Chenevert, MA, RN

Closing Session
Melodie Chenevert is Founder and Director of PRO-NURSE, based in Gaithersburg, MD. Ms. Chenevert is a widely recognized and popular presenter with an ability to delight and inspire audiences. Her presentations are original, fun, creative, and insightful.

Ms. Chenevert has remarkable ability to bring levity and a sense of humor to the serious issues facing nurses today. She focuses on the trends that are shaping the profession and individuals. She is masterful at articulating strategies for addressing these issues and remaining sane in the process.

Contact Hours
The program is pending for final approval of 40.8 contact hours by the Arkansas Nurses Association which is accredited as an approver of Continuing Education in Nursing by the American Nurses Credentialing Center Commission on Accreditation.

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Fun Run/Walk for Research
The Fun Run/Walk for Research is a short walk starting at 7:45 a.m. on Sunday, July 28, 2002. It will benefit the NNSDO Research Fund by your $10.00 donation! Please mark your participation on page 14 if you are interested in the Fun Run/Walk for Research. A special XL T-shirt commemorating the 2002 NNSDO Convention is also included.
Preconvention Workshops

Workshop I

Wednesday, July 24 ................. 8:00 a.m.-5:00 p.m.
Developing Web-Based Courses: A Hands-On Workshop
Speaker—To Be Announced
This workshop will introduce participants to the use of computer applications for developing educational materials and will include demonstration of the basic steps. This workshop will be held at Butler University in a computer class with all participants at a computer station. Price includes transportation. Seating is limited.

Workshop II

Wednesday, July 24 ................. 8:00 a.m.-12:00 noon
Writing a Staff Development Plan That Works:
Effective Business Strategies for the 21st Century
Adrienne E. Avillion, DEd, RN
Owner, AEA Consulting, York, PA
An effective staff development business plan determines what you want your department to be and how you intend to make that happen. The plan should serve as your template for alignment with the organization’s strategic plan and achievement of departmental goals. After this workshop, participants will be able to (1) align the staff development department with organizational strategic planning; (2) identify critical elements of a staff development business plan; (3) devise strategies for curriculum design, instructional methods, and program evaluation that complement the plan; and (4) draft a hypothetical plan outline that includes critical elements for success.

Workshop III

Wednesday, July 24 ................. 8:00 a.m.-12:00 noon
Leading With Soul/Retaining Employees
Linda Henry, BS, RN
Vice President, Positive Strategies Unlimited, Puyallup, WA
As reported in the book, First, Break All the Rules, the Gallup organization interviewed thousands of managers and employees to establish what made a successful manager. They determined that if employees responded with a resounding “yes” to 5 of 12 key questions, the organization would successfully retain employees and enhance its connection to soul. This highly interactive presentation provides participants with dozens of no-cost or low-cost strategies to gain a positive response, especially in terms of employee retention.

Workshop IV

Wednesday, July 24 ................. 1:00 p.m.-5:00 p.m.
NLVNSDO Collaborative Workshop
Online Courses in Critical Care:
How Partnerships Can Help the Educator Shortage
Pamela R. Jeffries, DNS, RN
Indiana University School of Nursing
Diane Billings, EdD, RN, FAAN
Indiana University School of Nursing
Wendy Burke, MHA, BSN, RN
American Association of Critical Care Nursing
Linda Urden, DNS, RN, FAAN
Clarian Health Partners
Connie Rowles, DNS, RN
Indiana University School of Nursing
Cynthia Stone, MSN, RN
Indiana University School of Nursing
This session addresses how a professional nursing organization, a healthcare institution, and a school of nursing can work together to develop and offer courses to prepare students and nurses for practice in critical care nursing. A new model to educate nurses, incorporate new roles and responsibilities, and evaluate competencies will be discussed.

Workshop V

Wednesday, July 24 ................. 1:00 p.m.-5:00 p.m.
Optimizing the Role of Nursing Staff Development
Through Risk Management
Mary A. Seisser, MSN, RN, FASHRM, CPHRM, CPHQ
Director, CNA HealthPro, Chicago, IL
Alice L. Epstein, MHA, DASHRM, FNAHQ, CPHQ, CPHRM
Director, Professional and Quality Development
CNA HealthPro, Durango, CO
Staff development programs remain a core part of operations, and can be optimized through integration of risk management principles during preparation, content development, delivery, and evaluation activities. Through this emerging perspective, staff development programs can help ensure that staff competently demonstrate clinical practices in ways that do not jeopardize the healthcare organization to crippling liability claims and lawsuits. The intent of this workshop is to explore how the application of risk management theory and practices can improve and protect the quality and defensibility of in-house educational programs. Factors and functions that influence organizational training programs and their outcomes will be examined. Best protective practices adapted from the growing field of healthcare risk management will be identified, and participants will examine case applications for practical use within their own organizations.

Workshop VI

Thursday, July 25 ................. 8:00 a.m.-12:00 noon
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
Education Specialist, Midwest Bioethics Center, Kansas City, MO
Are you familiar with the Internet but would like to learn more about how the “Net” can make your daily staff development work more effective and productive? This workshop will include how to do an effective Internet search, how to customize your browser and e-mail programs, how to make and save Web page bookmarks, how to find and use free Internet graphics, how to download useful, safe (and free!) software, and much, much more. Participants will be at their own computers and have individual hands-on practice as each Internet skill is reviewed. Let’s go surfing!

Workshop VII

Thursday, July 25 ................. 8:00 a.m.-12:00 noon
Fundamentals of Designing Competency Assessment Programs for Staff Development and Patient Education
Griff Alsbach, EdD, MSN, RN, FAAN
Consultant, Nursing Staff Development & Competency-Based Staff Performance Appraisal Systems
Editor, Critical Care Nurse, Annapolis, MD
This workshop provides basic yet essential information on how to design competency assessment programs for staff development or patient/family education. Coverage includes an overview of relevant JCAHO standards, an explanation of each necessary step, and practice in drafting competency statements and performance criteria for an instructional program of the participant’s choice.
Preconvention Workshops

Workshop VIII
Thursday, July 25 .............................. 8:00 a.m.- 12:00 noon
Test Construction: Build It and They Will Become Competent?
Bette Case, PhD, RN, C
President, Clinical Care Solutions, Chicago, IL
This workshop offers a basic test construction primer complemented with a forum for examining issues in competency testing and measurement methods other than conventional tests. The workshop features a pretest, experience in analyzing test results, review of principles of test construction and item writing, critique of test items, use of technology in testing, validation of tests, and exploration of validity issues in testing competency of staff and measuring patient and family learning.

Workshop IX
Thursday, July 25 .............................. 8:00 a.m.- 12:00 noon
The Thrill of Patient Education— How to Excite Your Staff About Teaching Patients and Families
Pat Auracher, MS, 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 X
Thursday, July 25 .............................. 1:00 p.m.- 5:00 p.m.
Developing Self-Learning Modules for Computer Delivery
Susan A. Boyer, M Ed, RN
Director, Consultant
Vermont Nurse Internship Project, Windsor, VT
This workshop focuses on the development of computer assisted instruction (CAI) modules that use PowerPoint for development/delivery. Participants will develop teaching plans and establish independent learning modules. The “special effects” unique to computer delivery will be discussed, along with the limitations inherent to the medium. Participants will insert linkages, documents, clipart, and navigation buttons. This workshop moves the intermediate computer user from basic slide creation to development of an independent learning module. Participants must be proficient in cutting, copying, and saving files, along with basic PowerPoint functions. A workshop handout will support the participant in each step of CAI development, both at the planning phase and in the detailed steps of putting plans into action. Special: A limited number of “observation only seats” are available for more novice users and/or those who prefer a less active workshop role. There will be no “hands-on” with computers for these participants, but the fee is less. The written handbook will guide all participants in application of the learned skills when they return to their workplace.

Workshop XI
Thursday, July 25 .............................. 1:00 p.m.- 5:00 p.m.
Taking Charge of Your Financial Health
Grif Alspach, EdD, MSN, RN, FAAN
Consultant, Nursing Staff Development & Competency-Based Staff Performance Appraisal Systems
Editor, Critical Care Nurse, Annapolis, MD
Although nurses are accustomed to holding a patient’s life in their hands, they may feel considerably less competent clutching their own purse strings. This session introduces nurses to fundamental principles involved in developing and implementing their own financial plan and helps nurses translate fiscal jargon into financial insights.

Workshop XII
Thursday, July 25 .............................. 1:00 p.m.- 5:00 p.m.
Teaching Television and Information Age Learners
Michele Deck, M Ed, RN, LCCE, FACCE
President/CEO, GAMES/Tool Thyme for Trainers, Metairie, LA
In the new millennium, we are faced with a new kind of learner. When pressed for time in teaching others, we must look to new ways of teaching that are fast and effective. Are you puzzled when it comes to helping today’s adult learn? Have you discovered what works the hard way? Learn 15 ways to spark interest in your learners by using new ways of directing learning.

Workshop XIII
Thursday, July 25 .............................. 1:00 p.m.- 5:00 p.m.
Adapting Your Nursing Skills: Starting Your Own Business
C. Diane Byrum, MSN, RN, CCRN, CCNS
Trish Bleynat, MSN, RN, C
Co-owners, Innovative Solutions, Charlotte, NC
The days are over when a college graduate can be assured of a safe job upon graduation. Most college graduates today can expect to hold between ten to twelve different jobs in three to five different fields. Global competition for business is forcing organizations including health care to become competitive. As healthcare and related organizations downsize support staff, many cuts are being made in their education departments. Many opportunities exist for nurses to market their skills as consultants and entrepreneurs. This workshop will focus on identifying and developing potential business opportunities as well as discuss several successful nurse-owned businesses.

Military Special Interest Group Educational Workshop
Monday, July 28 .............................. 8:00 a.m.- 5:00 p.m.
The Air Force Affiliate of NNSDO will meet again this year. The program agenda will be focused on Air Force education and training issues/initiatives. Other federal services are invited to participate.

Excellent conference! So many great workshop/sessions my mind is spinning. Fun and exciting location. Looking forward to next year!
— A 2001 Convention Participant
Opening Session

Thursday, July 25 ......................... 6:00 p.m.-7:30 p.m.
Debra Townsend, BSN, RN
CEO/President, Concepts of Care, Inc., Weatherby Lake, MO

Keynote Session

Friday, July 26 ............................ 8:00 a.m.-9:30 a.m.
Karlene Kerfoot, PhD, RN, CNA, FAAN
Nurse Executive, Clarian Health Partners, Indianapolis, IN

Concurrent Session I

Friday, July 26 ............................ 10:30 a.m.-12:00 noon
A. Teaching a Basic Ethical Decision-Making Framework
Mary Ellen Uphoff, MPA, BSN, RN
Clinical Education Coordinator
Karen Boardman, MS, RN, CS
Mental Health Clinical Nurse Specialist
Nebraska Health System, Omaha, NE

Advances in technology and increasing options for medical treatments have created a healthcare environment that daily presents nurses with ethical dilemmas requiring ethical decision making. This session discusses the moral distresses that often arise for nurses at the bedside and identifies strategies for educating and supporting nurses in addressing the challenges of ethical dilemmas.

B. The Care and Maintenance of Preceptors: A Networking Session
Grif Alspach, EdD, MSN, RN, FAAN
Consultant, Nursing Staff Development & Competency-Based Staff Performance Appraisal Systems
Editor, Critical Care Nurse, Annapolis, MD

One challenge nurse educators confront is devising approaches for ongoing support for staff who serve as preceptors. This session affords an opportunity for nurse educators to network with colleagues regarding strategies they have found useful for educational, administrative, and incentive (recognition, rewards) support. Level: Novice to Intermediate.

C. Dollar$ and Sense: Identifying the Impact of Staff Development
Cheryl Novak Lindy, MS, RN, C, CNA
Director, Nursing and Patient Education
St. Luke’s Episcopal Hospital, Houston, TX

With the changing healthcare environment and the effect on the fiscal resources of organizations, staff development educators must acquire a sense of financial planning to justify resource allocation. Skills need to be refined in measuring the impact of programming on the organization’s fiscal and quality bottom lines. This session will provide practical knowledge and skills staff development educators need to measure the impact of their activities on an organization’s bottom line.

D. Meeting the Recommendations of the IOM Report Through the Creation of a Learning Organization
Tyna Williams, BSN, RN
Quality Resources/Practice Development Coordinator
University of Louisville Hospital, Louisville, KY

In the last two years, the University of Louisville Hospital has implemented a 360° leadership and practice development program, which centers on patient and staff empowerment, decentralized decision making, and leadership at all levels in the organization. Staff driven initiatives have resulted in creative, innovative responses to the need for changes in the provision of healthcare delivery.

E. Teaching Old Dogs New Tricks
Karen Bouwman, MSN, RN, C
Staff Educator
Julene B. Kruthof, MSN, RN, CCRN
Staff Educator, Spectrum Health Education Department Grand Rapids, MI

Staffing shortages. Lack of experienced RN staff. Technological advances. Closed doors to applicants who do not have recent acute care experience. Common problems in the workforce today. Each of these have made it difficult for experienced RNs to return to the hospital setting after being gone for an extended period of time. The “RN Returnship Program,” a unique, creative, and adaptable medical-surgical nursing program, was created to meet the unique orientation needs of these RNs. The Returnship Program was designed to support these “old dog” RNs both clinically and educationally and teach them all of the “new tricks” in acute care nursing today.

Concurrent Session II (repeat of CS III)

Friday, July 26 ............................ 1:45 p.m.-3:15 p.m.
A. Health Literacy and Patient Education: The Role and Responsibility of Nursing
Taryn J. Pittman, MSN, RN, C
Patient Education Specialist, St. Luke’s Episcopal Hospital Houston, TX

Have you heard your managers say, “If only the staff had a different attitude?” Have you pulled your hair out trying to come up with something educational to improve the staff’s attitude? In this session, participants will hear about a creative and cost effective way to influence attitude. They will hear the results of a successful educational program that created twenty new clinical leaders who now have attitude!

B) An Online Community of Professional Practice: Collaboration to Offer Web-Based Courses to Prepare Nurses for Employment in Critical Care
Pamela R. Jeffries, DNS, RN
Assistant Professor, Indiana University School of Nursing
Diane Billings, EdD, RN, FAAN
Associate Dean of Teaching, Indiana University School of Nursing
Connie Rowles, DNS, RN
Associate Clinical Professor, Indiana University School of Nursing
Linda Urden, DNsC, MN, RN
Director of Outcomes Research, Clarian Health, Indianapolis, IN
Wendy Berke, MHA, BSN, RN
Director of Professional Practice
American Association of Critical Care Nurses

The presenters will discuss the development of a Web-based adult critical care course to prepare nurses for entry-level practice. The course and online community of professional practice will be demonstrated. The development is a collaborative effort of a school of nursing, a healthcare network, and a professional nursing organization.
C. Making a Molehill Out of a Mountain: Measurement for Staff Development
   **Dora Bradley, PhD, RN**
   Director of Professional Practice
   Shawnee Mission Medical Center, Shawnee, KS

   Staff Development Specialists (SDS) are challenged to collect mountains of data and convert it into usable information about individual and organizational competence and change as well as program outcomes. In order to make this a manageable and useful process, SDS need to reexamine how they measure specific areas of concern and collect and analyze data as well as how they translate data into information. This session will focus on specific measurement principles and methods aimed at obtaining and using the most valid and reliable data to document competence, change and/or outcomes.

D. Retention or Detention?
   **Judith A. King, MS, RN**
   Director, Organizational Development
   Memorial Hermann Northwest Hospital, Houston, TX

   This session discusses how to plan, implement, and evaluate programs that focus on facilitating retention rather than just presenting information. It emphasizes how to use presentation techniques to reinforce learning, including how to make sure the learner retains that which was intended.

Level: Novice to Intermediate.

E. Adventures on the Intranet: Developing a Web-Based Competency Assessment Tracking Program for an Integrated Healthcare System
   **Janice Muzynski, MSN, RN, CN**
   Director, Advocate Health Care, Oak Brook, IL

   S.O.S! We were drowning in forms! We had forms to document that we assessed an individual’s competency. We had forms to track who on the unit had been assessed and who still needed to be assessed. Other forms outlined development plans for those who were not yet competent in a particular skill. We had notebooks and files and shelves bulging with competency information. Then one day we set sail on the intranet with high hopes of discovering more efficient ways to document, track, and report competency assessment information. Hear the seaworthy tale of the Integrated Healthcare System that developed its own Web-based tracking program and is now on course to a paperless paradise.

F. Commitment, Coaching, Trust: The Development of a Hospital-Based Leadership Development Program
   **Theodora C., Levine, MEd, RN,CS**
   Associate Program Manager
   **Jean T. Cooney, MS, RD**
   Staff Education Coordinator
   **Jerome Bell**
   Staff Development Coordinator
   Department of Veterans Affairs Medical Center, Bronx, NY

   Consistent with the High Performance Development Model, a leadership program for the staff at the Bronx VA was developed to foster a culture of continuous learning and professional development. This session will review the planning, implementation, and evaluation components of a unique hospital-based leadership development program. The emphasis will be on the importance of coaching, motivational skills, and teamwork designed to have a positive impact on staff performance and retention.

Concurrent Session III (repeat of CS II)

**Friday, July 26 ......................... 7:00 p.m. - 8:30 p.m.**

A. Health Literacy and Patient Education: The Role and Responsibility of Nursing
   **Susan M. Edstrom, MS, BSN**
   Marketing Director, CE Administrator
   Creative Healthcare Management, Minneapolis, MN

   This session will outline the process for achieving accreditation as a provider of continuing education in nursing through the American Nurses Credentialing Center Commission on Accreditation or as an approved provider through State Nursing Associations. The new accreditation criteria, released by the ANCC-COA during the summer of 2001, will be described. Level: Novice to Intermediate.

B. Concise, Creative, and Cost Effective: A Prescription for Successful Nursing Retention: Nursing Preceptor Coordinator
   **Carla Christine Garber, BSN, RN, CCRRN**
   Nursing Preceptor Coordinator and Education Instructor
   Upper Valley Medical Center, Troy, OH

   In today's nursing shortage, retention of nurses is taking a higher priority. This session describes how the role of the Nursing Preceptor Coordinator can help your facility create loyal employees. Discussion will center around development of the Nursing Preceptor Coordinator role, how to create a highly structured preceptor program, strategies to individualize new nursing employee orientation, and the role of an individual to coordinate the process.

C. Want to Make More Money? Own Your Own Business?
   **Julie McAfrees, MS, RN, BC**
   Vice President, Software Development, FITNE, Inc., Athens, OH

   Experienced staff development educators find that starting an Internet-based business can be a low-cost, low-risk way to become entrepreneurs. This session will focus on how to choose the type of business to own, compare Internet delivery services, and develop online CE offerings. Tips include how to start slowly and gradually grow an online CE business. Level: Intermediate to Advanced.

D. Clinical Ladder Programs: Lessons From the Past, Building for the Future
   **Mary Krugman, PhD, RN**
   Director, Professional Resources
   University of Colorado Hospital, Denver, CO

   Clinical advancement programs play a critical role in strengthening...
nursing practice and enhancing nurse development and professionalism. This session will review the background of clinical ladders and the role of staff development and sustaining these programs. Examples and samples are provided from a successful 12-year program.

E. 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 session, participants learn how to develop a manuscript for publication in a professional journal. They will learn how-tos from an author’s as well as an editor’s perspective.

F. Anatomy of an NNSDO Convention

Kari Schmidt, M.S, RN, C, CCRN
Director, Training and Organizational Development
Aurora Healthcare, Milwaukee, WI

This information-packed session will feature the numerous steps in the convention planning process, roles of the planning committee, NNSDO Board, and staff “behind the scene” activities. The dynamic planning process is highlighted, as well as specific suggestions on how you can become more involved in this process.

Concurrent Session V

Saturday, July 27 ......................... 1:00 p.m.- 2:30 p.m.

A. Concise, Creative, and Cost Effective Project Planning Tools

Nancy Konzelmann, M.S, RN, BC
Clinical Education Specialist, St. Joseph’s Regional Medical Center
Paterson, NJ

In the midst of constant change, planning provides stability. Planning facilitates collaboration and creativity as it concisely focuses on critical issues and fosters the development of new ideas and solutions. This session will describe strategic planning as a decision-making process that turns desired results into a plan of action. Obstacles to planning, stages of planning, elements of an effective plan, and use of planning tools will be included. Level: Novice to Intermediate.

B. Preceptor Development: Going Beyond the Basics!

Susan A. Boyer, M.Ed, RN
Director, Consultant
Vermont Nurse Internship Project, Windsor, VT

The Vermont Nurse Internship Coalition has established an approach to Preceptor Education and Recognition that goes far beyond “basic” preparation and provides recognition through a credentialing process. The project is statewide in scope/impact and includes education, clinical application, evaluation, networking, skills development, performance appraisal, self-evaluation, data collection, and preceptor recognition. Level: Intermediate to Advanced.

C. Designing and Adapting a Training Program: How to Develop a Skilled Work Force by Tomorrow on a Budget

Lori Holt, BSN, RN,BC
Resource Educator
Linda Westphal, BS, RN
Assistant Head Nurse, Patient Care Management
North Memorial Health Care, Robbinsdale, MN

There is a growing demand for more highly trained entry level staff than are currently available. This session outlines an organizational process to identify the need for a training program; results from three completed programs; material, budgetary, and personnel constraints that modified the program; and the challenges encountered.

D. Bringing Up an Intermediate Care Area Internship Program: How Ricky Martin Helped Us Survive

Lisa C. Bohn, BSN, RN
Nurse Manager
Christy J. Carr, MSN, RN, ANP
Nursing Education Specialist
LaDonna D. McGohan, M.S, RN
Nursing Education Specialist
Anna L. Rydberg, MSN, RN
Nursing Education Specialist
Mayo Clinic, Department of Nursing, Rochester, MN

Mayo Rochester Hospitals have experienced significant growth in the number of patients requiring specialized nursing care offered in intermediate care areas (ICA). In response, a standardized educational program was developed in just three months. The internship program combines classroom, skills lab, and clinical experiences. Ricky Martin’s pop music brought levity to tense moments and humor to stressful situations.

E. Oh, the Places We’ll Go! Developing Educational Plans That Equip Staff for the Future

Jaye Lynn Mayhugh Hall, M.S, RN, C
Director of Education and Organizational Development
OU Medical Center, Oklahoma City, OK

Shrinking resources coupled with the dizzying speed of change demand that educational programs produce the highest return on investments. In this session, educators will learn to develop educational plans and design offerings that prepare staff to face the future with the confidence that only educational preparation can provide. Level: Advanced.

F. Research Grant Winner

Organizational Restructuring and Newly Employed Staff RNs in Professional Practice: A Longitudinal Study

Patricia Reid Ponte, DNsC, RN
Senior Vice President for Patient Care Services and Chief of Nursing, Dana-Farber Cancer Institute, Boston, MA

In an increasingly chaotic and uncertain healthcare work environment it is critical to understand the effects of restructuring on nursing staff coherence. The focus of this session is how the personal attributes of hardness, work excitement, positive affectivity, and self-advocacy contribute to a sense of nursing staff coherence, thus enabling staff to perceive their work and their institution as worthwhile, while reducing staff burnout and turnover. Level: Intermediate.

Concurrent Session VI

Saturday, July 27 ......................... 3:45 p.m.- 5:15 p.m.

A. Patient Education: A Competency Approach

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

Patient outcomes and satisfaction improve when clinical staff are competent as patient educators. The research-based content of this session includes the uniqueness of patients as learners, tips for creating spontaneous therapeutic relationships, and ways to encourage patients in decision making. Participants will leave with a model for patient education competencies for staff development.

B. Training Staff to Become Preceptors . . . Easy as 1–2–3

Nancy Neal, MS, RN, CNS
Clinical Education Specialist
Methodist Medical Center of Illinois, Peoria, IL

Do you have a program designed to train staff to precept a newly hired employee? If so, do they have training and tools to truly make a difference with a new employee? This session provides basic and more
advanced topics to include in a training program, as well as a variety of forms that can be used for all types of staff. Small group exercises, detailed handouts, and brainstorming will provide valuable “take-home” information that will make a difference in patient care, employee retention, and satisfaction.

C. The Power of Partnerships

Kari Schmidt, MS, RN, C, CCRN
Director, Training and Organizational Development
Aurora Healthcare, Milwaukee, WI

In this session, innovative and practical approaches to partnerships will be highlighted. Critical elements of successful partnerships, key competencies for forming and sustaining partnerships, and creative approaches to partnerships will be featured. Enhanced collaboration results in enhanced outcomes organizations. Academic-practice partnerships will illustrate approaches that participants can integrate into their own practice.

D. Telehealth: Cost Effective, Creative Solutions to Quality Care

Patsy L. Maloney, EdD, MSN, MA, RN, C, CNAAA
Associate Professor, Pacific Lutheran University, Tacoma, WA

Early discharges have led to more and more nursing care being delivered in the home. With recent changes in funding, there is less reimbursement for home health care. One of the potential solutions is telehealth and telemonitoring. No matter what your practice setting, telehealth will soon affect you. Please join us for a look at the new technology and an overview of the essential information that a staff development/nurse educator will need to share with others.

E. Involving Your Learners: Resources for Games, Activities, Self-Learning

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

Adult learning theory asserts that people learn better when they are actively involved. The use of creative, interactive strategies is a method to involve learners, to revisit content, to decrease anxiety, and to reinforce learning. This session demonstrates how interactive activities can be incorporated into content for the adult learner. Participants will receive a helpful resource guide for games, activities, and self-learning.

F. *Star Search Winner 2001*

All Roads Lead to Rome: A Multifaceted Orientation and Educational/Competency Pathway for Nurses

Diana L. Vance, BSN, RN, CCRN, CN II
Critical Care Educator
Summa Health System Hospitals, Akron, OH

“If you don’t know where you are going, any road will take you there.” This session describes the development and implementation of a multifaceted orientation and educational/competency pathway for achieving consistent performance outcomes in a cost effective manner while meeting the diverse needs of thirteen different critical care units.

Concurrent Session VII

Sunday, July 28 9:45 a.m.- 11:15 a.m.

A. Health of the Healer: Creative Concepts of Care

Cheryl A. Goddard, RN
Unit Based Educator, St. Louis Children’s Hospital, St. Louis, MO

In today’s healthcare setting, mandatory and clinical education requirements are the predominant focus of nurse educators. Educators need to incorporate learning experiences that benefit the health of the healer, including physical, emotional, and spiritual educational opportunities. Participants will explore self-health and professional growth.

B. Mission Impossible? A Customer Education Program Can Be Concise, Creative, and Cost Effective!

Marsha Rodgers, BSN, RN, BC
Education Coordinator

Lennie Davis, MSN, MS, RN, C, CNAAA, BC
Director, Education, Holzer Medical Center, Gallipolis, OH

Healthcare facilities recognize the importance of customer service for survival in today’s world. This session will describe the implementation of a house-wide customer service education program and challenge the participants to investigate the development of a program for their institutions.

C. Career Choices in Staff Development: Options for the 21st Century

Adrienne E. Avillion, DEd, RN
Owner, AEA Consulting, York, PA

The staff development specialist is no longer limited to the traditional role of educator within a specific healthcare setting. Opportunities exist in a wide variety of healthcare venues, including that of private business entrepreneur. This session will (1) identify career options as an educator in a variety of settings; (2) discuss nontraditional career paths for the staff development specialist; and (3) develop a career plan that leads to achievement of professional goals. Level: Intermediate to Advanced.

D. Unlocking the Generations

Elaine S. Hinojosa, MN, RN, C
Clinical Educator, Ochsner Clinic Foundation, New Orleans, LA

In this new decade, there may be five generations in the workplace for the first time in our history: The God Generation, the Silent Generation, the Baby Boomers, the Gen-Xers, and the Millennials. Each group brings different values, and work needs to the workplace. Awareness of these values can help you to close the “generation gap” in your educational programs. One size does not fit all.

E. Put the Pretest in the Driver’s Seat: An Advanced Strategy to Develop Competence

Bette Case, PhD, RN, C
President, Clinical Care Solutions, Chicago, IL

This session demonstrates a flexible, interactive, advanced classroom technique—based on an old friend: the pretest. The re-purposed pretest technique is a competency-based strategy that uses pretest results to direct the sequence on content and allocate class time. The session offers tips for preparing and presenting learning activities using the re-purposed pretest technique. Level: Advanced.

F. *Star Search Winner 2001*

Pain in the End (of Life)

Kay A. Beebe, MSN, BC, BSN, RN
Clinical Educator, Mercy General Health Partners, Muskegan, MI

This session will include tools to manage pain in the end of life. References to both pharmacological and non-pharmacological management are made and will include games and return demonstrations. National organizations’ names and addresses will be listed for more information. Level: Beginner.

Closing Brunch

Sunday, July 28 11:30 a.m.- 2:00 p.m.

Melodie Chenevert, MA, RN
Sponsored by Cross Country University
<table>
<thead>
<tr>
<th>Title</th>
<th>Presenter</th>
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<tr>
<td>Improving End of Life Care Through Continuing Education</td>
<td>Julia Aucoin, DNS, RN, BC</td>
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<td>Testing the Waters: Transitioning From Student Nurse to RN</td>
<td>Nancy Bekken, MS, RN, CCRN</td>
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<td>Navigating the Maze of Staff Development</td>
<td>Debbie Best, BSN, RN</td>
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<td>“All for One, One for All”— Streamlining Housewide Education While Meeting the Needs of Multidisciplinary Staff</td>
<td>Melinda Blair, BSN, RN, BC</td>
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<td>Staff Development Grows Out of Education/Practice Collaboration</td>
<td>Susan Boyer, MEd, RN</td>
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<td>The Art of Narrative in Writing as Storytelling</td>
<td>Linda Brazen, M SN, RN, CN OR</td>
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<td>Recruitment Strategy: Nursing Camp</td>
<td>C. Diane Byrum, MSN, RN, CCRN, CCNS</td>
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<td>Interrupting the Food Chain— Retention: Putting Your Money Where Your Mouth Is!</td>
<td>Loretta Cates</td>
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<td>Competency Validation: Maintaining Optimum Skill Level, a Collaborative Approach</td>
<td>Mary Laly Chacko, M S, RN, ACE</td>
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<td>Safety and Education Fair</td>
<td>Marcia Cooke, MSN, RN,C</td>
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<td>Painting the Picture: Creating the Role of RN Retention Specialist and Career Advisor</td>
<td>Ellen Creakbaum, MS, RN, BC</td>
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<td>Direct Attention Thinking Tools® (DATT) and Healthcare</td>
<td>Linda L. Fisk, BS, RN</td>
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<td>Battle of the Cells: Educating Nursing Staff on Alloimmune Therapy</td>
<td>Marty Gibson-Steed, BSN, RN</td>
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<td>Who Ya Gonna Call? Stressbusters!</td>
<td>Linda Terry Godson, MA, RN,C</td>
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<td>Industry, Education, and Community: A Collaborative Strategy for Staff Development</td>
<td>Karen Gottlieb, M SN, RN, CCRN</td>
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<td>Survey Readiness for Human Resources</td>
<td>Mitzi T. Grey, M Ed, RN,C</td>
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<td>Creative Strategies for Validating Age Specific Competency</td>
<td>Mitzi T. Grey, M Ed, RN,C</td>
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<td>Precepting for Performance: Clinical and Non-Clinical Preceptor Development</td>
<td>Pat Harvey, BSN, RN,C</td>
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<td>Who Moved Our Cheese? The Challenges of a Nursing Staff Development Division Downsizing</td>
<td>Leslie Hallisey, MS, RN, C</td>
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<td>The Importance of Presenting Reality Shock in a Workshop for New Preceptors</td>
<td>Pat Harvey, BSN, RN,C</td>
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<td>Documenting Project Management of a School of Nursing Continuing Education Program</td>
<td>Cynthia D. Hollingsworth, MS, AAS</td>
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<td>The Road to Proficiencyville: The Education/Competency Journey of RNs at the University of Kentucky Hospital</td>
<td>Phyllia Brugh Horn, MSN, RN</td>
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<td>Transdisciplinary Education Council (TEC)</td>
<td>Judith M. Horton, MSN, RN,C</td>
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<td>Partnership for Experienced Oncology Nurses to Mentor New Staff Nurses</td>
<td>Catherine Hydzik, MS, RN, AO CN</td>
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<td>Improving Retention Through Implementing a Revised Nursing Orientation— A Comparison Study</td>
<td>Rozan Johnson, BSN, RN</td>
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<td>Staff Development Out of the Box: The Role of the Informatics Resource Nurse</td>
<td>Geraldine B. Jones, MSN, RN, C, CAPA</td>
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<td>News From the Front— Incorporating Research Into Educational Presentations</td>
<td>Lynda Kruse</td>
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<td>Standardizing General Orientation in a Small Long-Term Care Corporation: Concisely and Cost-Effectively Meeting the Educational Needs of New Employees</td>
<td>Kathie Larke, M AEd, BSN, RN,C</td>
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<td>The Magic of Mentoring</td>
<td>Evelyn Lengetti, M SN, RN</td>
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<td>Why Reinvent the Wheel When You Already Own One: How We Increased Our Attendance/Quality in the ACLS Program for Less</td>
<td>Charles Masters, RN, CDE</td>
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<td>Automated Patient Instructions: A Practical Approach to Patient Education</td>
<td>Aleyamma T. Mathews, MS, RN, RN,C</td>
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<td>Tools for Effective Decentralized Educator Development</td>
<td>Kathryn M. McKillop, BSN, RN</td>
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<td>Why Teams? Why Coaches? Why Teams and Coaches are Good for Organizations!</td>
<td>Charlotte Messinger, BSN, RN</td>
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<td>Nursing Staff Development’s Role in the ANCC Magnet Nursing Services Recognition Program</td>
<td>Patricia R. Messmer, PhD, RN, BC, FAAN</td>
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<td>A Class Act: Departmental Nursing Staff Development and Continuing Nursing Education Curriculum</td>
<td>Julie Ann Neumann, MS, RN, NES</td>
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<td>Implementation of Online Training: Learning Academy Online</td>
<td>Kristi K. Oldham, BSN, RN</td>
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<td>Creating an Interactive Multimedia Internet PowerPoint Presentation for Mandatory Safety/OSHA Training</td>
<td>Lana Peters, BSN, RN</td>
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<td>Unfamiliar Territory: Nursing Care of the Infant Undergoing Haplo Transplantation</td>
<td>Reneé W. Pinlac, BSN, RN</td>
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<td>Organizational Approach to Competence Monitoring</td>
<td>Nancy Rabin, MN, RN</td>
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<td>A Nursing Assistant Training Partnership Program</td>
<td>Donna S. Raimondi, MS, RN</td>
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<td>C.A.R.E. Olympics</td>
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<td>Investing in a Hot Commodity</td>
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<td>Working Together, Growing Together— Everyone Benefits!</td>
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<td>Educating Limited English Proficiency (LEP) Patients</td>
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<td>Nursing Retention . . . What Works!!! (Practical Retention Strategies)</td>
<td>Carla Anne Stemmer, BSN, RN</td>
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<td>Adult “Preparing for Surgery” Class— A Program to Enhance RN Job Satisfaction by Involvement With Preoperative Education in a Formal Setting</td>
<td>Huey Wang, M N, RN, CS, CCRN</td>
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Indianapolis

Indianapolis is a city on the move. An average Midwestern city just a generation ago, Indianapolis has blossomed into one of the fastest growing and most successful metropolitan areas in the nation. Now the 12th largest city in the United States, Indianapolis has established itself as an attractive, dynamic, and progressive community.

Indianapolis has invested heavily in its downtown over the past two decades. The results are everywhere you look. Whether you prefer the spectacular Circle Centre shopping complex with the attached, glass-domed Artsgarden, the world-renowned Indianapolis Symphony Orchestra, or the IMAX 3D Theater, downtown is a visitor’s paradise.

What’s your pleasure? Theater, opera, museums, concerts, fine dining, professional sports, arts festivals, shopping, sight-seeing . . . the list is endless!

If you would like more information about Indianapolis, please visit www.indy.org.

Hotel

The Indianapolis Marriott Downtown is connected to the newly expanded Indiana Convention Center/RCA Dome in the heart of downtown. The new Marriott is Indianapolis’ largest convention hotel, with 615 deluxe guest rooms, the city’s largest hotel ballroom consisting of 21,008 sq. ft., and over 40,000-sq. ft. of meeting space. Additional amenities include 28 suites, concierge floors, a health club, indoor pool, whirlpool, business center, full service restaurant, room service, Starbucks Coffee and Champions Sports Bar. The hotel is conveniently located within walking distance to the State Capitol, Circle Centre Mall, IMAX 3D Theater, Victory Field, NCAA Hall of Champions, Indiana Historical Society, White River State Park, Conseco Fieldhouse, and the Children’s and Eiteljorg museums.

Accommodations

Make your plans now to attend the NNSDO Convention at Indianapolis Marriott Downtown in Indianapolis, IN, July 25–28, 2002. The Indianapolis Marriott Downtown is holding rooms for NNSDO at a nominal rate of $137.00 for single and $147.00 for double occupancy.

Make your reservations today to avoid the possibility of a filled room block! Call Indianapolis Marriott Downtown Room Reservations at (800) 228–9290 or (317) 822–3500. 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 21, 2002, or until the room block is filled. Once this date is passed or the room block filled, the special NNSDO rates cannot be guaranteed.

Travel

Association Travel Concepts (ATC) has been selected as the official travel agency for the NNSDO 2002 Convention in Indianapolis, IN. By calling ATC, you will receive 10–15% off airline tickets purchased more that 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 7/22/02 through 7/31/02.

ATC also offers:
• 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 and services, please call (800) 458–9383 between the hours of 8:00 a.m. and 8:00 p.m. CST, Monday through Friday. Advise the travel agent that you are attending the NNSDO Convention to receive the discounted rates.

Fax: (858) 581–3988
E-mail: reservations@assntravel.com
Online: www.assntravel.com
For company name, enter: NNSDO
For member log-in, enter: New User

Indianapolis International Airport

Indianapolis International Airport continues to meet the air transportation needs of travelers for today and tomorrow. With 18 airlines providing service to the airport, including nonstop and direct flights to more than 100 destinations, Indianapolis is the ideal place for your travel. Highly competitive airfares, easy access, and an enviable no-delay status attract more than 7 million passengers each year.

Shuttle Service

The least expensive transportation from the airport is the Carey Indiana service. Using this ride-share limo service to the hotel costs just $10.00 per person each way. For the return trip, arrange return limo service with at least an hour notice. Carey Indiana can be reached at (317) 241–7100.

Taxi service is also available in the transportation area. Rates are calculated during wait time in addition to mileage. Cab fare to the hotel is approximately $20.00 one way.
REMEMBER: Please complete both sides of this form!

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.
Register online at www.nnsdo.org.

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 21, 2002, will be considered early registrations.
Registrations postmarked or faxed after June 21, 2002, 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 21, 2002.
Registrations postmarked or faxed after July 5, 2002, 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 July 5, 2002.

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 July 5, 2002. 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.
### Registration

**A. Preconvention Workshops**

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<td>Workshop I (full day)</td>
<td>$179.00</td>
<td>$229.00</td>
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<td>Workshop II (morning)</td>
<td>$69.00</td>
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<td>Workshop III (morning)</td>
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<td>Workshop IX (morning)</td>
<td>$69.00</td>
<td>$119.00</td>
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<tr>
<td>Workshop X (afternoon)</td>
<td>$69.00</td>
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<tr>
<td>Workshop X Observer (observation only seat)</td>
<td>$69.00</td>
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**B. Full Convention Registration**

- NNSDO Member: $395.00
- Non-Member*: $495.00

Subtotal B: $________

**C. Single Day Registration**

- Thursday only: $125.00
- Friday only: $175.00
- Saturday only: $175.00
- Sunday only: $175.00

Subtotal C: $________

**D. Spouse or Guest Registration**

- Spouse or Guest: $175.00

Subtotal D: $________

**E. Membership Fees**

- New: 
- Renewal: 
- Regular Member: $75.00
- Contributing Member: $100.00
- Executive Member: $250.00

Subtotal E: $________

**F. Optional Special Event**

- Fun Run/Walk for Research: $10.00

Subtotal F: $________

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

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**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 Dues: $________
- F. Fun Run/Walk for Research: $________
- G. Total Enclosed: $________

**For credit card use —**

- [ ] VISA
- [ ] MasterCard
- [ ] American Express

Expiration Date Month _____ Year _____

Signature ___________________________

Or send check — Check # __________

Make check payable to NNSDO.

**Payment or purchase order must accompany this form.**

Tax ID# 59–3018398

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**RSVP!**

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

- Grand Opening of Exhibits Reception, Thursday, July 25
- E-Learning, Sponsored by Cisco Systems and PRIMEDIA Workplace Learning (HSTN and JCSN), Friday, July 26
- Lunch With the Exhibitors, Saturday, July 27
- Poster Cash Bar and Reception, Saturday, July 27

**Important!**

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

<table>
<thead>
<tr>
<th>Session</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
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</table>

**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) 228–9290. 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!