Creating Waves: Staff Development Innovation and Impact

Program Goals

The goals of the 2004 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.

- How can I use my PDA to full advantage?
- How can I better teach, motivate and inspire learners?
- How do I shield new nurses from “Lateral Violence?”
- How can I determine my communication style and its impact on others?
- How can I give dynamic presentations?
- How do I prepare my staff to care for aging patients?
- How do I establish a career counseling program?

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

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.
Wednesday, July 28, 2004

7:00 a.m.–5:00 p.m. ................................................. Registration
8:00 a.m.–5:00 p.m. ................................................. Board Meeting
8:00 a.m.–5:00 p.m. .......... Certification Preparation Course, Day 1
8:00 a.m.–12:00 noon
12:00 noon–4:00 p.m. ...

Workshop 1: Recruitment/Retention
Nursing Retention in the Era of a Nursing Shortage: Norton Navigators
Deborah L. Williams, BSN, RN; Laura Bloodworth, BS
Carol R. Goss, MSN, RN,BC; Bernadette Zucker, MHA, BSN, RN
Michelle Lynn, BSN, RN

Workshop 2: General Staff Development
Getting Started in Clinical and Nursing Staff Development
Bette Case, PhD, RN,BC

Workshop 3: Advanced
Curriculum Planning for a Clinical Information System, 101 and 102
Ann M. Woodward, MS, RN,BC

Workshop 4: Advanced Leadership/Potpourri
Leveraging Your Organization for Enhanced Accountability
Phyllis J. Miller, MS, RN-SANE, FHICE

1:00 p.m.–5:00 p.m.

Workshop 5: Technology
Data Analysis Tools: A Crash Course in Excel
Mitzi Gey, Med, BS, RN

Workshop 6: General Staff Development
Accelerated, Action-Based Learning Among the Generations
Diana Swihart, PhD, DM, MSN, CS, APRN,BC

Workshop 7: Retention/Recruitment
The Real Deal: How to Determine Validity and Reliability of Test Questions
Diane D. DePew, DSN, RN, CCRN

Workshop 8: General Staff Development
Creating a Road Map for Your Magnet Journey
Gen Guanci, Med, RN, CRN, BC

Thursday, July 29, 2004

8:00 a.m.–5:00 p.m. ................................................. Board Meeting
8:00 a.m.–5:00 p.m. .......... Certification Preparation Course, Day 2
8:00 a.m.–12:00 noon

Workshop 9: Technology
Developing and Using Active Learning Experiences for Online Courses and Modules
Diane M. Billings, EdD, RN, FAAN; Pamela R. Jefferies, DNS, RN

Workshop 10: Leadership
From Kansas to Oz: The Journey of Strategic Staff Development
Vicki T. Hess, MS, RN

Workshop 11: General Staff Development
Strategies for Creating a Learning Environment on a Shoestring Budget
Diane Byrum, MSN, RN, CRN, CCNS; Trish Bleylat, MSN, RN, BC

Workshop 12: Nurse Competence in Aging
Developing Nurses’ Competency in Minding Their Elders
Grif Alspach, EdD, MSN, RN, FAAN

12:00 noon–4:00 p.m. ... Journal for Nurses in Staff Development
Editorial Board meeting
12:00 noon–6:00 p.m. ................................................. Registration
1:00 p.m.–5:00 p.m.

Workshop 13: Advanced
Program Evaluation: “Justifying Your Existence”
Dora A. Bradley, PhD, RN

Workshop 14: Recruitment/Retention
Facilitating Team Building Retreats: A Creative Key to Retention
Kay Clevenger, MSN, RN

Friday, July 30, 2004

7:30 a.m.–8:00 a.m. ................................................. Registration
Continental Breakfast
8:00 a.m.–9:30 a.m. ................................................. Keynote Session
Surely, This Isn’t What Flo Had in Mind
Gregory Crow, EdD, RN

9:30 a.m.–12:00 noon ................................................. Poster Set Up
9:30 a.m.–10:30 a.m. ................................................. Break in Exhibit Hall
10:30 a.m.–12:00 noon ................................................. Concurrent Session I
12:00 noon–1:30 p.m. ................................................. Lunch in Exhibit Hall
Star Search
1:45 p.m.–3:15 p.m. ................................................. Concurrent Session II
3:30 p.m.–5:30 p.m. ................................................. NNSDO Annual Business Meeting
7:00 p.m.–8:30 p.m. ................................................. Concurrent Session III

Saturday, July 31, 2004

7:00 a.m.–5:00 p.m. ................................................. Registration Open
6:30 a.m.–7:30 a.m. ................................................. Fun Run/Walk for Research
9:45 a.m.–11:15 a.m. ................................................. Concurrent Session IV
11:15 a.m.–12:45 p.m. ................................................. Lunch in Exhibit Hall
1:00 p.m.–2:30 p.m. ................................................. Concurrent Session V
2:30 p.m.–3:30 p.m. ................................................. Break in the Exhibit Hall
3:45 p.m.–5:15 p.m. ................................................. Concurrent Session VI
4:00 p.m. ................................................. Exhibits Close
5:30 p.m.–6:30 p.m. ................................................. NNSDO 15th Anniversary Celebration
7:00 p.m. ................................................. NNSDO 15th Anniversary Celebration

Sunday, August 1, 2004

8:00 a.m.–12:00 noon ................................................. Registration
8:30 a.m.–9:00 a.m. ................................................. Air Force Affiliate Business Meeting
7:30 a.m.–9:30 a.m. ................................................. Affiliate Networking Meeting
8:30 a.m.–9:30 a.m. ................................................. Posters Close/Coffee
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 Session Brunch

Monday, August 2, 2004

7:30 a.m.–5:00 p.m. ................................................. Military SIG Educational Workshop
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.
- Discounts on NNSDO products and services.
- *Journal for Nurses in Staff Development*, NNSDO’s official journal (6 issues).
- Discounts on certification examination and recertification fees through ANCC.
- *Trendlines* (6 issues).
- Networking in NNSDO Web site forum.

Remember to mark the appropriate box on page 14 to join NNSDO when you register. Save money by joining at the time of registration!
Nursing Professional Development: Certification Preparation Course, Day 1

Wednesday, July 28, 2004 ......................... 8:00 a.m. – 5:00 p.m.

Kari Schmidt, MS, RN,BC

In this two-day course, participants will prepare for the American Nurses Credentialing Center (ANCC) generalist certification examination in nursing continuing education/nursing professional development. The course includes an extensive review of the staff development curriculum and a practice exam. This course is a good foundational course for those new to staff development in addition to those wishing to sit for the certification examination.

Workshop 1: Recruitment/Retention

Wednesday, July 28, 2004 ......................... 8:00 a.m. – 12:00 noon

Nursing Retention in the Era of a Nursing Shortage:
Norton Navigators
Debora L. Williams, BSN, RN; Laura Bloodworth, BS; Carol R. Goss, MSN, RN,BC; Bernadette Zucker, MHA, BSN, RN; Michelle Lynn, BSN, RN

This innovative program, designed by Clinical Nurse Educators within our healthcare system, targets both new graduate RNs and mentors. Each new employee is paired with a mentor for 18 months. Mentors receive specialized training in communication, conflict resolution, and personal coaching. This workshop will outline the Navigator Program design: components, successes, and ongoing improvements. Participants will work in groups to develop strategies for retention that will be successful in their own institutions. Come cruise with us into the future of nurse retention!

Workshop 2: General Staff Development

Wednesday, July 28, 2004 ......................... 8:00 a.m. – 12:00 noon

Getting Started in Clinical and Nursing Staff Development
Bette Case, PhD, RN,BC

“You want it when?”—The familiar cartoon of the staff reacting to the boss’s latest directive captures the experience of many who embark upon staff development. This workshop helps bridge the gap between previous practice and the brave new world of staff development with helpful tools, tips, and basic information about the education process. The presenter uses reference material from the 2001 NSSEO publication Getting Started in Clinical and Nursing Staff Development. Participants are strongly encouraged to purchase this book and bring it to the workshop.

Workshop 3: Advanced

Wednesday, July 28, 2004 ......................... 8:00 a.m. – 12:00 noon

Curriculum Planning for a Clinical Information System, 101 and 102
Ann M. Woodward, MS, RN,BC

The presenter will guide participants through the curriculum planning process for the implementation of a new clinical information system using innovative and tested strategies. The planning process takes into consideration both process change education and computer training for all members of the healthcare system, including physicians.

Workshop 4: Advanced Leadership/Potpourri

Wednesday, July 28, 2004 ......................... 8:00 a.m. – 12:00 noon

Leveraging Your Organization for Enhanced Accountability
Phyllis J. Miller, MS, RN-SANE, FHCE

What can you do to enhance the level of accountability for performance in your organization? Learn how you can transform your organization’s culture and, subsequently, its operations to enhance the performance of staff and better serve clients and their families. Determine how you can use this strategic tool to leverage your organizational culture for maximal performance.

Workshop 5: Technology/Advanced

Wednesday, July 28, 2004 ......................... 1:00 p.m. – 5:00 p.m.

Data Analysis Tools: A Crash Course in Excel
Mitzi Grey, MS, RN

The use of data analysis tools is an integral component in performance improvement. The role of the educator often includes facilitating or educating teams in the collection, aggregation, and analysis of data. Joint Commission requires that leaders receive education regarding the methods and approaches of data analysis and performance improvement. The provider will present with a lesson plan and activities to fulfill this requirement. Participants will use seven helpful charts to display and analyze data. These charts will be created using Microsoft Excel during the session. Learners will discover the purpose of each tool, when they are indicated, and how they can be used to problem solve or make decisions.

Workshop 6: General Staff Development

Wednesday, July 28, 2004 ......................... 1:00 p.m. – 5:00 p.m.

Accelerated, Action-Based Learning Among the Generations
Diana Swihart, PhD, DMIM, MSN, BS, APRN

An ongoing challenge in nursing education and staff development revolves around finding creative and effective ways to help diverse generations of adults become competent and grow professionally—together. How? In this workshop, the presenter seeks to help guide staff development educators in designing and delivering faster, more effective training and education among multiple generations within the same learning environment. Accelerated, action-based learning dramatically reduces learning time while presenting more content, improves learning outcomes, cuts program design time, and brings excitement back to learning for all generations of adults.

Workshop 7: Retention/Recruitment

Wednesday, July 28, 2004 ......................... 1:00 p.m. – 5:00 p.m.

The Real Deal: How to Determine Validity and Reliability of Test Questions
Diane D. DePew, DSN, RN, CCRN

Staff development professionals often use tests to evaluate the learners’ attainment of stated objectives. Test items can be self-developed or derived from previous instructor tests or test banks. The purpose of this workshop is to provide the staff development professional with the knowledge, skills, and tools necessary to determine the validity and reliability of test questions.

Workshop 8: General Staff Development

Wednesday, July 28, 2004 ......................... 1:00 p.m. – 5:00 p.m.

Creating a Road Map for Your Magnet Journey
Gen Guanci, MEd, RN, CCRN

Are you working at an organization that is thinking about, or already working toward Magnet Recognition? If your answer is yes, then this workshop is for you! We will cover topics such as the history of the Magnet Recognition Program, travel destinations on your journey, packing tips, and the secrets to a successful journey. You will leave this session with tools to assist you in creating a road map for your magnet journey.

Nursing Professional Development: Certification Preparation Course, Day 2

Thursday, July 29, 2004 ......................... 8:00 a.m. – 5:00 p.m.

Kari Schmidt, MS, RN,BC
## Preconvention Workshops

### Workshop 9: Technology

**Thursday, July 29, 2004 ............................. 8:00 a.m. – 12:00 noon**

*Developing and Using Active Learning Experiences for Online Courses and Modules*

Diane M. Billings, EdD, RN, FAAN; Pamela R. Jeffries, DNS, RN

In this session, the presenters will demonstrate how to integrate active learning strategies into e-learning courses and presentations. Participants will learn the principles of using a range of e-learning systems such as learning management, course authoring, and presentation software (such as PowerPoint) tools to integrate learning experiences that develop critical thinking and clinical decision making skills, provide learner feedback, and assess learning outcomes. Participants will develop active learning experiences for use within their settings.

### Workshop 10: Leadership

**Thursday, July 29, 2004 ............................. 8:00 a.m. – 12:00 noon**

*From Kansas to Oz: The Journey of Strategic Staff Development*

Vicki T. Hess, MS, RN

In this workshop, participants will obtain real-world ideas on how a staff development department can take a strategic view for planning, work more effectively with nursing and organization-wide leadership, earn the respect of staff and managers, gain credibility in the role of educator and consultant, use consulting practices to provide higher quality output, and speak the language of return on investment.

### Workshop 11: General Staff Development

**Thursday, July 29, 2004 ............................. 8:00 a.m. – 12:00 noon**

*Strategies for Creating a Learning Environment on a Shoestring Budget*

Diane Byrum, MSN, RN, CCRN, GCNS; Trish Bleynat, MSN, RN, BC

In this era of cost containment, educators must meet the challenge to restructure classroom content, redesign teaching methodologies, and still provide knowledge and skills for bedside staff. This fun-filled session will provide you with ideas to increase knowledge and skills with CHEAP tricks: open up the magic of peripherals and props; provide tips for creating critical thinking exercises for the classroom or the bedside; and provide tips on creating posters and self-study to allow for education on the go. This new knowledge can assist educators to provide effective, creative educational experiences for staff on a shoestring budget.

### Workshop 12: Nurse Competence in Aging

**Thursday, July 29, 2004 ............................. 8:00 a.m. – 12:00 noon**

*Developing Nurses’ Competency in Minding Their Elders*

Grif Asплач, EdD, MSN, RN, FAAN

Once upon a time, you were enjoined to “mind your elders.” Today, that injunction reverberates throughout the healthcare industry as increasingly more of its services are usurped by seniors. This workshop reflects NNSDO’s commitment to provide programs that foster development of competencies for meeting the healthcare needs of older adults. Join us to help distinguish the attributes of competency in programs to provide transcultural learning experiences. Comprehensive cultural competency involves a process, not simply an event. In this workshop, the presenters will provide an in-depth look at the UCH Transcultural Nursing Program.

### Workshop 13: Advanced

**Thursday, July 29, 2004 ............................. 1:00 p.m. – 5:00 p.m.**

*Program Evaluation: “Justifying Your Existence”*

Dora A. Bradley, PhD, RN

This workshop will take the participant through the steps of designing and using a “contextually valid” evaluation plan. Using learning, examples, group work, and discussion, the participants will develop a beginning evaluation plan. Starting with a contextual assessment, participants will identify the most powerful indicators to measure for their specific setting. The participants will then identify potential data sources for these indicators. Data collection methods and analysis will be discussed. Lastly, the best methods of using and communicating results will be examined.

### Workshop 14: Recruitment/Retention

**Thursday, July 29, 2004 ............................. 1:00 p.m. – 5:00 p.m.**

*Facilitating Team Building Retreats: A Creative Key to Retention*

Kay Cleverger, MSN, RN

Everyone has heard the old cliche, “good help is hard to find.” Being creative in the nursing profession has served as an outstanding retention tool for today’s competitive marketplace. Facilitating annual Team Building Retreats impacts retention by creating an opportunity away from the often “pressure cooker” environment. In this workshop, the presenter will lay groundwork for the initial Team Building Retreat. The Team Building Retreats will lead to an improved work culture, increasing staff satisfaction and retention.

### Workshop 15: Advanced/Leadership

**Thursday, July 29, 2004 ............................. 1:00 p.m. – 5:00 p.m.**

*The Art of Nursing Entrepreneurship: Becoming Your Own Boss*

Adrienne A. Avilllon, DEd, RN

Have you ever dreamed of owning and operating your own business? Do you wonder how other nurse entrepreneurs got their start? Would you like to know what it takes to be a successful nurse entrepreneur? Then this workshop is for you! The purpose of this workshop is to offer guidelines for the identification, establishment, and implementation of your own business as a nurse entrepreneur.

### Workshop 16: General Staff Development

**Thursday, July 29, 2004 ............................. 1:00 p.m. – 5:00 p.m.**

*The Journey From Cultural Awareness to Cultural Competency*

Bari K. Platter, MSN, RN, CNS

Issues of cultural competency have become more important in the practice setting, creating interest in the development of cost-effective, efficient, and innovative programs to provide transcultural learning experiences. Comprehensive cultural competency models conceptualize advancement from cultural awareness to cultural competency as a process, not simply an event. In this workshop, the presenter will provide an in-depth look at the UCH Transcultural Nursing Program.

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**Contact Hours**

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Opening Session

Thursday, July 29, 2004 .................................. 6:00 p.m. – 7:30 p.m.
No Limits to What We Can Achieve
Eric Alexander

Eric Alexander will provide an inspiring look at what individuals can achieve when they focus on what can be done with their lives. He recently defied the odds and scaled Mt. Everest with his blind friend Erik Weihenmayer. Eric reminds us of our humanity and demonstrates the courage it takes to succeed in climbing Everest after a near-fatal fall in the Himalayas when he fell 150 feet onto a 3-foot-wide ledge that saved him from another 500-foot drop. The incident left him with pulmonary edema. For nine months he struggled with pneumonia and was unable to train for Everest. It is inspiring to know that Eric recovered and was one of the strongest climbers on summit day guiding Erik every step of the way from the summit back to the safety of camp IV. You will be inspired by Eric Alexander and his story.

Keynote Session

Friday, July 30, 2004 .......................... 8:00 a.m. – 9:30 a.m.
Surely, This Isn’t What Flo Had in Mind
Gregory Crow, EdD, RN

Concurrent Session I

Friday, July 30, 2004 .......................... 10:30 a.m. – 12:00 noon
A. Monitoring Education Outcomes and Education Productivity
Myrle Taylor Williams, MSN, RN,BC, CNA; Francine Kingston, MSN, RN
The nation’s strained economy and the rising unemployment rate are resulting in fewer adults and children being covered by insurance benefits. This situation is affecting the financial health of many hospitals. As the financial health of organizations comes under greater scrutiny, so will the expenses within each department. Education departments will become particularly vulnerable because of the lack of data to demonstrate organizational impact. This session will highlight the steps taken by one education department to capture and use performance data.

B. [Technology] Evaluating e-Learning as a Solution
James Reimer, MED, BSN, RN
Making the move to e-learning can be a daunting task with significant financial and manpower implications. The presenter offers tools to evaluate your organization’s readiness to implement learning technologies, provides suggestions on how to evaluate e-learning solutions including recommended criteria for selecting an e-learning partner (provider), and discusses planning and marketing strategies. Intermediate to Advanced.

C. [Leadership] Preparing for the Unannounced Survey
Major Francis J. Desjardins, MED, BSN, RN,C
The Board of Commissioners of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) will begin conducting all regular accreditation surveys on an unannounced basis beginning in January 2006. Although JCAHO has been doing some randomization of unannounced surveys, this will be new to many facilities. The Air Force has been doing randomized unannounced surveys since 1999. The presenter will provide participants with the scoring changes that have occurred since performing randomized surveys and how the facility can prepare for an unannounced survey.

D. [Recruitment/Retention] Love ‘Em or Lose ‘Em: Getting Good Nurses to Stay
Jane Murphy, MS, RN, PNP, CS
Surgical Programs at Children’s Hospital Boston has implemented a pilot program addressing the retention of new nurses by integrating generational perspectives into preceptor/orientation practices. By focusing on nursing generational differences as a retention advantage, Surgical Programs has eliminated problems related to preceptor-orientee mismatch. Surgical Programs has used this diversity as strength in maintaining staff involvement in projects, task forces, and unit-based committee work. All Levels.

E. [General Staff Development] A Staff Educator Extender Model: An Innovative Approach to Traditional Competency Assessment
Eileen C. Ringerman, DNSc, RN
Lenora Flint, MSN, MS, RN, PHN, CNS
Downsizing and increased assignments for a staff development department accompanied by administrative concerns regarding fewer educators resulted in a collaborative effort to redesign the traditional methodology of competency validation. A new model, a pilot project, for such a process conducted in areas of practice by trained validators, distinct from but mentored by staff development educators, was created. Critical thinking and interpersonal skills were added to the process, which traditionally incorporated only the psychomotor domain. Definitive outcomes include effective collaboration with medical center leaders, accurate competency validation accompanied by a remedial plan when necessary, competencies selection based on data or other compelling rationales, and a meaningful growth opportunity for staff members. Competent to Expert.

F. [Potpourri] GRNs, Core Curriculums, and the SPPICEES Project: Education to Improve the Care of Geriatric Patients
Karen Fankhauser, PhD, RN
The purpose of this session is to help educators interested in increasing staff knowledge in the care of the geriatric patient to develop teaching materials to improve staff knowledge and attitudes about the health care of the older adult. The group will discuss strategies for implementing a geriatric education program in various health care settings. Competent. This session funded by the Nurse Competence in Aging Initiative* (see page 6).

Concurrent Session II

Friday, July 30, 2004 .......................... 1:45 p.m. – 3:15 p.m.
A. The World Café: An Innovative Way of Experiential Learning
Sharon K. Dingman, MS, BSN, RN
The presenter explores “The World Café” as a teaching method for creating dialogue around questions that matter in the real world of health care. This method is highly interactive and uses an innovative series of guidelines to put conversation together in dialogue and creates engagement in the creation of improved and useful outcomes. The presenter will also share insights from several examples using the methodology and leadership, recruitment/retention, and staff development. Advanced.

Kathryn Ogden, BSN, RN,C; Susan R. Jones, RN
InfoPort is a Web-based component of orientation for clinical practicum students to a 1,000-bed multi-campus medical center. The site was developed to provide didactic content online, allowing classroom time to focus on the psychomotor skills required at the facilities. In this session, the presenters will discuss their experience with the Web development process: design, pitfalls, and redesigns. Sharing the voyage may encourage you to take the trip, avoiding some sandbars and detours. Advanced Beginner to Expert.

Jo-Ann C. Byrne, MHSA, RN
Rather than developing a set of often unrelated programs, Wuesthoff Health System in Rockledge, FL, designed and implemented a sophisticated and integrated approach to leadership development, titled The Wuesthoff Health System Leadership Institute. The presenter intends to discuss how the Institute was developed and the standards for its success. This session is designed to give participants insight into how they might approach similar developments in their facilities. Competent to Expert.

D. [Recruitment/Retention] Love ‘Em or Lose ‘Em: Getting Good Nurses to Stay
Beverly Kaye, PhD
Healthcare leaders who are talent-minded know that they must engage and develop nursing professionals if their organization and departments are to remain competitive and deliver effective patient service. They also recognize that managers have a critical role to play in this process. The big question, though, is how to deliver the retention message in a hectic, “no time” environment. The presenter will provide a menu of ways to engage, develop, and retain nursing talent and also turn the spotlight on participants and what they need, as well. Advanced.
Hospitals (now VCU Medical Center) implemented a nursing clinical ladder program recognizing, and rewarding nursing practice. In 1990, the Medical College of Virginia Since the 1970s, clinical ladder programs have been a method of defining, professional advancement. The use of “cognitive rehearsal” is described as a possible intervention. All Levels.

**E. [General Staff Development] Bookends to Learning Development in the 2000s**
Kathleen Calabresa, MSN, RN; Barbara Rein, BSN, RN,BC
Educators need to develop appropriate programs that will not only meet today’s organizations’ learning needs but also demonstrate return on investment (ROI). By developing objectives that align with the organization’s mission and creating evaluation tools that demonstrate the value of the educational offering, educators can be confident of providing the right information to the right learner at the right time. Discover how to find the fun in creating objectives and evaluation for any learning experience from workshops to a real time moment! Notice to Advanced Beginner.

Greg Durkin, MED, RN
As our society continues to become more diverse, we are increasingly working with people whose language, life ways, and values are different from our own. Too often, this results in ineffective working relationships, miscommunication, and conflict. In this fast-paced, enlightening, and interactive session, the presenter will explore issues of culture and personal bias and will help the participant reduce conflict and increase satisfaction in his/her interactions. Notice to Advanced Beginner.

**Concurrent Session III**

**Friday, July 30, 2004 7:00 p.m. – 8:30 p.m.**

**A. The Staff Development Specialist as Performance Consultant: A Value-Added Role for Your Organization**
Phyllis J. Miller, MS, RN-SANE, FHCE
As healthcare organizations are challenged to respond fiscally and responsibly to needed changes, the practices of performance improvement and performance consulting emerge as the role for nursing staff development educators wanting to influence the bottom line. Attend this session and learn how staff development strategies can be incorporated into this work, and come prepared to shift your paradigm from the traditional staff development model to results-oriented strategies that will assist you in becoming a respected partner in your organization’s business strategy. Advanced.

**B. [Technology] You’ve Got the Whole World in Your Palm**
Diane Loffredo, MSN, RN,BC
The presenter will offer an overview of the exciting and expanding world of handheld computers/Personal Data Assistants (PDAs) and their potential application in the healthcare environment. Although the largest group of handheld users has traditionally been physicians, nurses are now being courted by PDA hardware and software vendors as an untapped professional market for mobile devices. The potential uses for the PDA in the daily work of a nurse are tremendous; however, this program will take the handheld user one step beyond, exploring handheld computers as an “on-the-spot” teaching tool of the future. All levels.

**C. [Leadership] Shielding Newly Licensed Nurses From Lateral Violence: Changing the Socialization Pattern and Improving Professionalism**
Martha Griffin, PhD, RN, CS
Lateral violence (LV) and its destructive outcomes have been the subject of much nursing literature since the late 1980s. More recent literature defines LV as nurses covertly and/or overtly directing their dissatisfaction toward each other, toward themselves, and toward those less powerful than themselves. It has also been described as “nurse on nurse aggression” or “bullying.” Newly licensed nurses (NLNs) are an identified group very vulnerable to LV during their socialization to nursing practice. The use of “cognitive rehearsal” is described as a possible intervention. All Levels.

**D. [Recruitment/Retention] Professional Advancement Program: Evolution From a Clinical Ladder Program to a Culture of Professionalism**
Walter Lewanovicz, MN(c), RN,C; Lauren R. Goodloe, PhD, RN
Since the 1970s, clinical ladder programs have been a method of defining, recognizing, and rewarding nursing practice. In 1990, the Medical College of Virginia Hospitals (now VCU Medical Center) implemented a nursing clinical ladder program designed to recognize and reward clinical practice. The program has evolved through regular assessment and evaluation, including the use of a qualitative methods approach that resulted in the development of a new Professional Advancement Program with specific domains that clearly defined professional nursing practice. In this session, the presenters will describe how a clinical ladder program originally created to help with recruitment and retention of nurses has resulted in a dynamic environment where professionalism is visible and valued. All Levels.

**E. [General Staff Development] Creative Sharing and Writing: Using Stories to Teach Staff Development Practice**
Theresa A. Herb, MED, RN,C
Do you want to publish? Why not start with writing a story about your staff development practice for publication. The Journal for Nurses in Staff Development is looking for authors to share their stories. Competent.

**Concurrent Session IV**

**Saturday, July 31, 2004 9:45 a.m. – 11:15 a.m.**

**A. [Advanced] Computer Assisted Learning**
Gregory Crow, EdD, RN

**B. [Technology] Preparing Preceptors: Education Online**
Janet M. Phillips, MS, RN
In this session, the presenter will discuss the use of a self-paced, facilitatied online course in preparing clinical personnel for the role of preceptor to learners such as new orientees, new nurse graduates, nursing students, and other hospital personnel. Participants will learn how an online course is used to develop the principles of preceptor responsibilities, strategies to assist learning in a clinical setting, characteristics of adult learners, and the learner evaluation process. Advanced Beginner/Competent.

**C. [Leadership] Race Car Driver or Party Planner? Implications of Communication Styles**
Kari Schmidt, MS, RN,BC
This information-packed session will feature research findings on communication styles and preferences. If you have ever asked yourself, “Why isn’t she listening?” or “What is his point?” then this is the session for you. Differences in how we take in, process, and share information influence how effectively we collaborate with others. Proven techniques for enhancing persuasion skills, avoiding conflict, and improving team efficiency will be included. Whether someone has the style of a race car driver or a party planner, communication and collaboration can be improved. Competent to Expert.

Laura Dornhecker, BSN, RN
Using focus groups is an exciting and interesting method to collect valuable information from authors to share their stories. Competent.

**E. [General Staff Development] Hardwiring for Patient Safety: Education’s Role**
Karen Tomajan, MS, RN,C, CCN
Patient safety is a hot topic today, both for consumers and accrediting bodies. How can we help hardwire staff practices that protect patients? Educators are in a prime role to facilitate the learning process, through formal training and informal strategies. The presenter will outline an organization’s journey in applying aviation industry
The conference overall was great. The speakers who excelled were vivacious, interesting, and made the audience feel important.

— A 2003 Convention Participant
Given the current and predicted nursing shortage, along with high turnover rates among new graduate nurses, hospital executives issued this charge: “Retain them!”

The presenter introduces a year-long professional and personal development program that a Washington, DC-area hospital designed to address retention of new graduate nurses. The program, a collaboration between the nursing education and organizational development departments, incorporated clinical education, a personal effectiveness curriculum, social support and cohort elements, and feedback systems. A hospital-wide retention program has been subsequently developed based on key elements of this program. All Levels.

In shrinking budgets and increasing workloads, staff development educators are increasingly being asked to do more with less, often leading to the reality of less than desirable outcomes. While this session is unlikely to make you rich or cut your workload in half, it does include information on making smart investments of your time and resources in partnering with some in-the-box as well as some out-of-the-box resources, allowing you to do more with more. Intermediate to Advanced.

There is a high degree of interest among nurses from all levels of practice to learn more about the American Nurses Credentialing Center’s magnet hospital designation program. The ANCC Magnet Nursing Services Recognition Program recognizes healthcare institutions that are outstanding places for nurses to work. Magnet designation acts as a credential, verifying the hospital or nursing home represents “best practices” in RN recruitment and retention. This session will examine the research evidence on magnet hospitals and nurse working conditions. The costs and benefits of magnet designation will be reviewed, the journey toward being awarded magnet status will be outlined, and tips for success shared. All Levels.

Come join us for a fun, humorous look at the madness we tend to create around the competency assessment and validation, and you will take away a ton of creative ideas to help you create a competency system that puts the energy back into your employees. Advanced.

In this innovative session, you will learn 10 breakthrough e-learning strategies of the first year experience program for new graduate nurses. Helen Roach, MSN, RN, CCRN

The presenter introduces a year-long professional and personal development program that a Washington, DC-area hospital designed to address retention of new graduate nurses. The program, a collaboration between the nursing education and organizational development departments, incorporated clinical education, a personal effectiveness curriculum, social support and cohort elements, and feedback systems. A hospital-wide retention program has been subsequently developed based on key elements of this program. All Levels.

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Once this phase is complete, you need to create a formal or informal career development program. Novice to Advanced Beginner.

You’ve just returned from your latest NSNDO convention full of ideas on promoting staff career development. Then reality hits, you see your already overflowing desk. You wonder, is this the time to develop a formal career-counseling program? (And even if your answer is no, I bet staff will still come to you for advice and information regarding their career plans which means you still have to have a knowledge base on this topic.) The presenter will give you information in regard to the information you need to create a formal or informal career development program. Novice to Advanced Beginner.

For information.

Key issues relevant to military education and training officers and staff will be discussed. Other federal services are invited to participate. Contact Lt. Col. Sandra Bruce, (210) 565–2715 or DSN 665–2715 or e-mail sandra.bruce@randolph.af.mil, for information.
Building a Solid Foundation for Nursing Practice: A Nurse Internship Program
Nancy Kanyok, MSN, RN,BC
Claudia Straub, MSN, RN,BC
Joan Mitchell, MSN, RN
Developing the Role of the Oncology Certified Nurse Assistant Through a Focused Structure Addressing Professional Image, Education, and Practice
Margie Kearns, MS, RN
Nursing Grand Rounds: Promoting Excellence in Nursing
Susan L. Lannon, MA, BSN, RN
The Making of Professional Development Educators in Long Term Care
Kathie Larke, MEd, RN,BC
Teach on Peach: Promoting an Interdisciplinary Approach to Documenting Patient/Family Education
Sue Lesser, BSN, RN,BC, LCCE
Can You Tell Me About Magnet? Staff Involvement in the Magnet Journey
Catherine Levonian, MSN, RN,BC
Ivy Fenton Kuhn, BSN, RN, CNOR
Lori Boyle, BSN, RN, CNOR
Nicole Gamba, BSN, RN
One Package Deal: Centralized Nursing Competencies
Mary A. Lynch, BSN, RN
One for All: Challenges of a Nurse Internship Program for Multiple Specialties
Aleyamma T. Mathews, MSN, RN,BC
The Merry Month of May: Thirty-One Days of Nurse Recognition Activities
Margaret McCarthy-Morgan, MSN, RN
Charlotte Messinger, BSN, RN
Web-Based Orientation for Nursing Students
Natasha Melbourne, MSN, ARNP
Developing Cultural Competence in the Professional Nurse: Educational Strategies to Improve IAPCC Scores
Jean M. Mellott, MSN, RN
Rising Above the Challenges of Stroke Education
Rita R. Miller, RN
Access is Key: Patient and Family Educational Materials on the Intranet
Melissa Mooney, MSN, RN, APN-BC, FNP
Ensuring Correct Site Surgery: Pre-operative Screening Clinic
Jennifer D. Myles, MA, RN,BC
Process Improvement to Assure Competent Traveler Nurses
Debbie Napier, MA, RN, CCRN, CIIH
Jane M. Lamp, MS, RN,BC
Practical Implementation of Complementary Therapies in the Acute Care Setting
Suzanne Nason, BSN, RN
Amy Eskild, MSN, RN
Unit-Based Preceptor Development Program
Angelica Ozaeta, BSN, RN
Ongoing Competency Verification: Creation, Development, and Implementation of Ongoing Competency Days
Mary Pennington, MS, RN, CCRN, CNOR
Kathleen Ryan Avery, MSN, RN, CCRN

The Impact of a Nursing Case Management Collaborative Model on the Integration of Care
Anabella S. Agno, MS, RN,BC
Realistic Tracking of Required Training
Terry Brandt, BSN, RN
If Everyone Does a Little, No One Needs to Do a Lot: A Journey to the NNSDO Affiliate Excellence in Quality Programs
Linda Brazen, MSN, RN, CNOR
Nursing Education Study—Salem Hospital
Debbie Buchwach, BSN, RN
A “Rubik’s Cube” Model for Assessing Educational Needs
Gloria J. Burk, MA, RN, BC
Registry Staff Competency Assessment Process
Dale Clukey, MSN, RN,BC
Rebecca S. Lundgren, RN,BC
A Change in Critical Care Nurse Fellowship: From Clinical to Research Focus to Improve Retention
Diane D. DePew, BSN, RN, CCRN
A Traveler’s Orientation: An Alternate Route
Carol Donner, MHA, RN,BC
The Healing Partnership: An Experience in Nurse Technician and RN Development to Improve Care
Amy Eskild, MSN, RN
Sandra Hagelin, BSN, RN
A Creative Way to Prepare for a JCAHO and CARF Integrated Survey
Lori Fox, MSN, RN, CCRN
Upgrading a Hospital’s Preceptor Program
Adriana C. Frazier, MS, RN,CS
Practically Perfect Pediatric Peripheral Punctures: Developing a Creative Course to Educate Nursing Staff on Pediatric Venipunctures
Virginia “Jill” Gogonelis, BSN, RN
Teaching Restraint From Restraint Use
Linda A. Goodman, MS, RN, C
Making Research Real: Bringing Nursing Research to the Bedside and Beyond
Patricia Gordon, MSN, RN,BC
Betsy Andrews-DiLuna, BSN, RN,BC
Building a Better Patient Education Process: Helping Staff Develop Patient Teaching Skills Through e-Learning
Gail Hanlon, MSN, RN
Introducing Diversity Month and DRMC
Patricia Hansen, BSN, RN
Effectively Utilizing Unit-Based Educators in a Decentralized Education Role
Rebecca L. Holt, MA, RN
N.E.W. Nurse Internship Program
Susan Howard, MS-HAS, RN,BC
Carilion Leadership Institute
Charlotte Hubbard, MS, BS
Welcome to Nursing World: A Nursing Orientation Program
Bridgette Johnson, MSN, ARNP

Speakers excellent! I will return with lots of new ideas and enthusiasm. I knew 10 minutes after sitting down in my first session that I was definitely getting my money’s worth.

— A 2003 Convention Participant
San Diego

Known for its near-idyllic climate, pristine beaches, and dazzling array of attractions, including the world-famous San Diego Zoo and Wild Animal Park, SeaWorld San Diego, and LEGOLAND California, San Diego offers a wide variety of things to see and do.

In San Diego’s East County, the terrain varies from gentle foothills to mile-high mountains, offering nature-conscious visitors endless opportunities to hike, camp, fish, observe wildlife, and much more. In San Diego’s North County, the land produces flowers as well as quality grapes that become excellent wines. Along the west, 70 miles of Pacific Ocean coastline supports year-round outdoor recreation, such as surfing, boating, sailing, and swimming.

San Diego’s arts, culture, and culinary arts are making a name for themselves, both nationally and internationally. Balboa Park, the largest urban cultural park in the U.S., features 15 museums, numerous art galleries, beautiful gardens, the Tony Award-winning The Globe Theatres, and the world-famous San Diego Zoo. The region is also a breeding ground for the hottest new talents of culinary arts, who prepare award-winning meals in many of the region’s 6,400 eating establishments.

Plan now to attend the NNSDO Convention at the Sheraton San Diego Hotel & Marina, July 29–August 1, 2004. The Sheraton is holding rooms for NNSDO at a nominal rate of $139.00 for single or double occupancy standard rooms and $149.00 single or double for premium rooms.

Make your reservations today to avoid the possibility of a filled room block! Call Sheraton San Diego Hotel & Marina Room Reservations at (800) 325–3535 or (619) 291–2900. 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 reserved a room, one reservation can be cancelled. If a roommate is located and both individuals have requested this service. You will receive a list of potential roommates and their smoking preferences will be provided to others who have requested this service. You will receive a list of potential roommates and follow the Meeting Traveler links.

Sheraton San Diego Hotel & Marina
1380 Harbor Island Drive, San Diego, CA 92101
(619) 291–2900; Fax (619) 692–2337

Association Travel Concepts (ATC) has been selected as the official travel agency for the NNSDO 2004 Convention in San Diego, California.

By calling ATC, you will receive 10%–15% off airline tickets purchased more than 60 days prior to your travel dates (United, Continental, Delta). For tickets purchased fewer than 60 days prior to the travel dates, the discount will be 5%–10% (United, Continental, Delta). ATC will also search for the lowest available fair on any airline. These discounts apply for travel July 26–August 4, 2004.

To take advantage of these great rates, please call between the hours of 8:00 a.m. and 6:30 p.m. (Central Standard Time) Monday through Friday, (800) 458–9383 or fax (858) 362–3153, e-mail reservations@atcmeetings.com, or visit www.atcmeetings.com and follow the Meeting Traveler links.

The San Diego International Airport is the nation’s busiest single runway commercial airport—serving nearly 15 million passengers each year and servicing 19 airlines, seven airfreight companies, 16 airline support providers, and 23 concessionaires. A far cry from the first dusty runway and single terminal, San Diego International Airport now contributes nearly $5 billion annually to the regional economy.

In 1976, San Diego International Airport became the first commercial airport in the nation to enact restrictions on late night and early morning takeoffs. Aircraft departures are not allowed between 11:30 p.m. and 6:30 a.m. With the proximity of the hotel to the airport you can be assured of a quiet, restful night uninterrupted by airport traffic.

The Sheraton San Diego Hotel & Marina offers complimentary shuttle service from and to the airport. Shuttles leave every fifteen minutes from the hotel and the airport. The shuttle pick up is located outside the baggage area, across the street, and is designated as “courtesy vans.”

From Terminal 1, you must cross the skybridge and take either the escalators or the elevators to street level. From Terminal 2, cross the Terminal 2 skybridge and take either the escalators or the elevators to street level, or use the pedestrian crosswalk conveniently located outside the Terminal 2 Baggage Claim Area to access the Transportation Plaza.

Taxicabs are also available for hire from the Transportation Plaza.

NSDO 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 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.
**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, toll free 1(800) 489-1995 with your credit card number; or
- Fax to (850) 484-8762.
- Register online at [www.nnsdo.org](http://www.nnsdo.org)

**4 easy ways to register!**

Name ________________________________ First Name for Badge __________________

Credentials __________________________________ Title _______________________

Institution ______________________________ Title ___________________________

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 will need assistance.

☐ I will need vegetarian meals.

**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 12.

☐ Smoking ☐ Non-Smoking

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**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 23, 2004, will be considered early registrations.

Registrations postmarked or faxed after June 23, 2004, 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, 2004.

Registrations postmarked or faxed after July 16, 2004, 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 16, 2004.

**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.

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**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 16, 2004. 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.

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Registration forms received without payment will not be processed until payment is received.
### A. Preconvention Workshops

<table>
<thead>
<tr>
<th>Workshop</th>
<th>Time</th>
<th>NSNDO Member</th>
<th>Non-Member*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop 1</td>
<td>7/28 a.m.</td>
<td>$69.00</td>
<td>$119.00</td>
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<tr>
<td>Workshop 2</td>
<td>7/28 a.m.</td>
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<tr>
<td>Workshop 3</td>
<td>7/28 a.m.</td>
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<tr>
<td>Workshop 4</td>
<td>7/28 a.m.</td>
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<td>Workshop 5</td>
<td>7/28 p.m.</td>
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<td>Workshop 6</td>
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<tr>
<td>Workshop 7</td>
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<td>Workshop 8</td>
<td>7/28 p.m.</td>
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<td>Workshop 9</td>
<td>7/29 a.m.</td>
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<tr>
<td>Workshop 10</td>
<td>7/29 a.m.</td>
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<tr>
<td>Workshop 11</td>
<td>7/29 a.m.</td>
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<td>Workshop 12</td>
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<td>Workshop 13</td>
<td>7/29 p.m.</td>
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<tr>
<td>Workshop 14</td>
<td>7/29 p.m.</td>
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<tr>
<td>Workshop 15</td>
<td>7/29 p.m.</td>
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<tr>
<td>Workshop 16</td>
<td>7/29 p.m.</td>
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**2-Day Certification Preparation Course**

<table>
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<tr>
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<th>Price</th>
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<tbody>
<tr>
<td>NSNDO Member</td>
<td>$199.00</td>
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<tr>
<td>Non-Member*</td>
<td>$249.00</td>
</tr>
</tbody>
</table>

Subtotal A: $________

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

### B. Full Convention Registration

<table>
<thead>
<tr>
<th>Membership</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSNDO Member</td>
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<tr>
<td>Non-Member*</td>
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Subtotal B: $________

### C. Single Day Registration

<table>
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<th>Day</th>
<th>Price</th>
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<tr>
<td>Thursday</td>
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<tr>
<td>Friday</td>
<td>$175.00</td>
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<tr>
<td>Saturday</td>
<td>$175.00</td>
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<tr>
<td>Sunday</td>
<td>$175.00</td>
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Subtotal C: $________

### D. Spouse or Guest Registration

<table>
<thead>
<tr>
<th>Membership</th>
<th>Price</th>
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<tbody>
<tr>
<td>Spouse or Guest</td>
<td>$175.00</td>
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</tbody>
</table>

Subtotal D: $________

### E. Membership

- [ ] New
- [ ] Renewal

**Regular Member** $75.00

Subtotal D: $________

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

### F. Optional Special Event

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Fun Run/Walk for Research</td>
<td>$10.00</td>
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</table>

Subtotal E: $________

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### Total Fees

Add subtotals from previous sections:

- A. Preconvention Workshops: $________
- B. Full Convention Registration: $________
- After June 23, 2004, add $50 to full convention registration: $________
- C. Single Day Registration: $________
- D. Spouse or Guest Registration: $________
- E. Membership: $________
- F. Optional Event: $________

Total Enclosed: $________

For credit card use —

- [ ] VISA
- [ ] M/C
- [ ] AMEX

Credit Card #

Expiration Date Month____ Year____

Signature

Or send check — Check # __________

Make check payable to NSNDO.

Or send a copy of purchase order —

PO # __________

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

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**Important!**

Please indicate which Concurrent Sessions you are interested in attending. Your assistance will help us assign each speaker to an appropriately sized room. Please check one session letter for each column.

<table>
<thead>
<tr>
<th>Friday Session I</th>
<th>Friday Session II</th>
<th>Friday Session III</th>
<th>Saturday Session IV</th>
<th>Saturday Session V</th>
<th>Saturday Session VI</th>
<th>Sunday Session VII</th>
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**RSVP!**

- [ ] Grand Opening of Exhibits Reception
  Thursday, July 29, 7:30 p.m.–9:30 p.m.
- [ ] Lunch with the Exhibitors
  Friday, July 29, 12:00 noon–1:30 p.m.
- [ ] NNSDO Business Meeting
  Friday, July 30, 3:30 p.m.–5:30 p.m.
- [ ] Poster Cash Bar Reception
  Friday, July 30, 5:30 p.m.–6:30 p.m.
- [ ] NNSDO 15th Anniversary Celebration
  Saturday, July 31, 7:00 p.m.
- [ ] Lunch with the Exhibitors
  Saturday, July 31, 11:15 a.m.–12:45 p.m.
- [ ] Closing Brunch
  Sunday, August 1, 11:30 a.m.–2:00 p.m.

---

REMEMBER: Please complete both sides of this form!
Nationally Known Speakers!

- Eric Alexander
- Gregory Crow, EdD, RN
- Venner Farley EdD, RN

Preconvention Workshops

Over 35 Concurrent Sessions!