NNSDO CONVENTION 2007

ATLANTA

We Have a Dream:
Envisioning the Future of Staff Development

NNSDO national nursing staff development organization

July 26 – 29, 2007  Sheraton Atlanta Hotel
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.

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.

Get the answers to these crucial questions.

- How can I use my PDA to its 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 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.

Cyber Café

The NNSDO Convention will be equipped with a cyber café where you can check your e-mail.

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 developments in technology, pharmaceuticals, software, publications, and other products and services for the staff development professional.
**Wednesday, July 25, 2007**

- **7:00 a.m. – 5:00 p.m.** Registration
- **7:30 a.m. – 8:00 a.m.** Coffee
- **8:00 a.m. – 5:00 p.m.** Nursing Professional Development Certification Preparation Course—Day 1
- **8:00 a.m. – 12:00 noon** Workshop 1: General Staff Development
  *We Have a Dream: Striving for the Gold Star…Magnet Recognition*
  Gen Guanci, MED, RN-BC, CCRN
- **8:00 a.m. – 12:00 noon** Workshop 2: Advanced
  *We Have a Dream: The Quality and Safety in Nursing Education (QSEN) Grant Program*
  Elaine Smith, MBA, MSN, RN, CNA; Carol Durham, MSN, RN
- **8:00 a.m. – 12:00 noon** Workshop 3: Recruitment
  *I Have a Dream: Creating a Healing Environment in Staff Development*
  Grissel Hernandez, MPH, BSN, RN-CCE
- **8:00 a.m. – 12:00 noon** Workshop 4: Potpourri
  *Leadership at the Bedside: Preparing Preceptors and Charge Nurses*
  Ellen Hegarty, MSEd, CCRN, BC; Ellen Cowan, MSN, RN, OCN
- **12:00 noon – 5:00 p.m.** Board Meeting
- **1:00 p.m. – 5:00 p.m.** Workshop 5: General Staff Development
  *Capturing R.E.M.: Review, Educate, and Measure—The Implementation and Development of a Program Designed to Strengthen the Role of the Nursing Assistant*
  Diana Gillespie, BSN, RN-BC
- **1:00 p.m. – 5:00 p.m.** Workshop 6: General Staff Development
  *Getting Started in Clinical and Nursing Staff Development*
  Bette Case Di Leonardi, PhD, RN
- **1:00 p.m. – 5:00 p.m.** Workshop 7: Leadership
  *Connecting the Dots: ReAMing the Way to Clinical Leadership*
  Carlene Galanopulo, MSN, RN, CCM; Linda Workman, PhD, RN; Amy Costanzo, BSN, RN
- **1:00 p.m. – 5:00 p.m.** Workshop 8: Potpourri
  *Health Literacy: Delivering Realistic Education Alleviates Misunderstandings*
  Bette-Jo Johnson, BSN, RN-BC
- **2:30 p.m. – 3:00 p.m.** Coffee Break

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**Thursday, July 26, 2007**

- **7:00 a.m. – 6:00 p.m.** Registration
- **7:30 a.m. – 8:00 a.m.** Coffee Break
- **8:00 a.m. – 12:00 noon** Board Meeting
- **8:00 a.m. – 5:00 p.m.** Nursing Professional Development Certification Preparation Course—Day 2
- **8:00 a.m. – 12:00 noon** Workshop 9: General Staff Development
  *Making the Dream a Reality: A Culturally Competent Workforce*
  Linda Misko, MSN, RN-BC; Mary Harper, MSN, RN
- **8:00 a.m. – 12:00 noon** Workshop 10: Advanced
  *Not Another Thing to Learn: Optimizing Educational Expertise*
  Ellen Cowan, MSN, RN, OCN; Ellen Hegarty, MS, CCN, BC
- **8:00 a.m. – 12:00 noon** Workshop 11: Technology
  *Designing the Presentation of Your Dreams Begins With Choosing the Right Tools!*
  Susan Brown, MSN, RN-BC; FNP, APRN-BC; Julia Aucoin, DSNc, RN-BC, CNE
- **8:00 a.m. – 12:00 noon** Workshop 12: Potpourri
  *A Consensus Conference on Preceptor Education: NNSDO Work Group*
  Grif Alsach, EdD, RN, FAAN
- **1:00 p.m. – 5:00 p.m.** Workshop 13: General Staff Development
  *Teach Less to Learn More: Accelerated Learning*
  Lou Russell, MED, BS
- **12:00 noon – 4:00 p.m.** JNSD Editorial Board Meeting
- **1:00 p.m. – 5:00 p.m.** Workshop 14 Leadership
  *Daring, Refreshing, Effective, and Motivating: Facilitating DREAM Retreats*
  Jaye Lynn Hall, MS, RN-BC
- **1:00 p.m. – 5:00 p.m.** Workshop 15: Recruitment
  *Peer Coaching: Train the Trainer*
  Donna Waddell, EdD, APRN, BC, CNE; Nancy Dunn, MS, RN

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**Friday, July 27, 2007**

- **7:00 a.m. – 7:00 p.m.** Registration
- **7:00 a.m. – 8:00 a.m.** Special General Session/Continental Breakfast
  *Relevance of Genetics and Genomics to Nursing Practice and Education*
  Kathleen Calzone, MSN, RN, APNG, FAAN
- **8:15 a.m. – 9:45 a.m.** Keynote Session
  *From Silence to Voice: Putting Nursing Center Stage*
  Bernice Buresh, BA
- **9:45 a.m. – 10:45 a.m.** Breakfast in Exhibit Hall
- **9:45 a.m. – 12:15 p.m.** Poster Set Up
- **10:45 a.m. – 12:15 p.m.** Concurrent Session I
- **12:15 p.m. – 1:45 p.m.** Lunch in Exhibit Hall/Star Search
- **2:00 p.m. – 3:30 p.m.** Concurrent Session II
- **3:45 p.m. – 4:30 p.m.** NNSDO Annual Business Meeting
- **4:45 p.m. – 6:15 p.m.** Concurrent Session III

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**Saturday, July 28, 2007**

- **7:00 a.m. – 7:00 p.m.** Registration Open
- **6:30 a.m. – 7:30 a.m.** Fun Run/Walk for Research
- **7:00 a.m. – 8:00 a.m.** Continental Breakfast
- **8:30 a.m. – 10:00 a.m.** General Session
  *Developing and Expanding the Geriatric Knowledge Base*
  Rita LaBau, MSN, APRN-BC, GNP; Denise Lyons, MSN, APRN-BC; Yamilee J. Bazile, BA
- **10:15 a.m. – 11:45 a.m.** Concurrent Session IV
- **11:45 a.m. – 1:15 p.m.** Lunch in Exhibit Hall
- **1:15 p.m. – 2:45 p.m.** Concurrent Session V
- **2:45 p.m. – 3:30 p.m.** Break in the Exhibit Hall
- **3:30 p.m. – 5:00 p.m.** Concurrent Session VI
- **4:00 p.m. – 7:00 p.m.** Exhibits Close
- **5:00 p.m. – 6:00 p.m.** Reception/Posters

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**Sunday, July 29, 2007**

- **7:00 a.m. – 11:00 a.m.** Registration
- **7:00 a.m. – 9:00 a.m.** Affiliate Meeting
- **9:10 a.m. – 10:40 a.m.** Concurrent Session VII
- **10:45 a.m. – 12:15 p.m.** Closing Brunch
  *Change, Chaos, and Creativity*
  Ann E. Weeks, DNS, RN, CEO
  *Sponsored by Cross Country University*
- **12:15 p.m. – 12:30 p.m.** Closing Comments
- **1:00 p.m. – 5:00 p.m.** Nursing Professional Development Certification Exam
- **6:00 p.m. – 8:00 p.m.** Air Force Affiliate Social

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**Monday, July 30, 2007**

- **7:30 a.m. – 5:00 p.m.** Military SIG Educational Workshop

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**Tuesday, July 31, 2007**

- **7:30 a.m. – 5:00 p.m.** Military SIG Educational Workshop
SPEAKERS

Opening Session: Diane Sieg, RN, CLC
Diane Sieg, RN, CLC, is the founder of Personal Balance, member of the American Association of Lifestyle Counselors, the National Speaker’s Association, and an author. In her humorous and high energy, Diane uses her first-hand experience as a lifestyle counselor and nurse to illustrate easy-to-remember self-care strategies to put your life on a saner, healthier track. Challenging audiences to take Universal Precautions, she shows you how to “Get Gloved, Gowned, and Goggled” to create a life with less stress and more meaning. Most importantly, you will walk away feeling empowered to eliminate energy drainers, overcome obstacles, and change unhealthy behavior patterns that keep you from living the fullest life possible.

Special General Session: Kathleen Calzone, MSN, RN, APNG, FAAN
Kathleen Calzone is a senior nurse specialist in research at the Center for Cancer Research, Genetic Branch at the National Cancer Institute. She has 18 years’ clinical experience in cancer genetics and is credentialed as an advanced practice nurse in genetics by the Genetic Nursing Credentialing Commission. She has widely published in the nursing literature and conducts research in cancer genetics and genomics.

Keynote Session: Bernice Buresh, BA
Bernice Buresh is a journalist, international lecturer, and co-author of the award-winning book, From Silence to Voice: What Nurses Know and Must Communicate to the Public (2nd edition, 2006, Cornell University Press). Her presentations are designed to help nurses communicate more effectively about their work in order to increase public support for nursing. Ms. Buresh has been a reporter for the Milwaukee Sentinel, a correspondent and bureau chief for Newsweek, and a professor of journalism at Boston University. She is chairperson of the board of the Center for Nursing Advocacy which monitors the depiction of nursing in the news and entertainment media.

Closing Session: Ann E. Weeks, DNS, RN
Ann E. Weeks, DNS, RN, is a nationally-known speaker who gives her audiences many everyday strategies to deal with the stress of life’s passages. Ann’s ever-present sense of humor and real-life stories always makes her presentations a treat. She is the author of 11 publications and numerous short stories. As a nurse family therapist in private practice for 29 years, Ann works with individuals, couples, and families dealing with life’s passages and stresses. Ann is in demand as a consultant on organizational communication, team building, and innovative programs. Ann and her husband, Clark, are the owners of Passages Publishing. This small press is dedicated to putting into print the stories that pass on our experiences and heritage.

NURSING PROFESSIONAL DEVELOPMENT CERTIFICATION EXAM

NNSDO has made arrangements with the American Nurses Credentialing Center (ANCC) to offer the Nursing Professional Development Certification Exam for the first time following the Annual Convention in Atlanta, GA, July 26–29, 2007. The exam will be held on Sunday, July 29, from 1:00 p.m.—5:00 p.m. NNSDO members pay a discounted fee of $250.00 ($320.00 for non-members). Seating is limited to 100.

In order to take the exam, you must register directly with ANCC no later than May 11, 2007. In section 2 on the application indicate that you are taking the exam Nursing Professional Development 24. In section 3 list “Atlanta-NNSDO Conv” for exam site location/city and “GA” for state. You can view the requirements and application at www.nursecredentialing.org/cert/eligibility/ProfDev.html or go to the ANCC Web site at www.nursecredentialing.org. Call ANCC at (800) 284—2378.

Mail your application early to ensure that your information is in order and that you are approved to take the exam in Atlanta!
Nursing Professional Development Certification Preparation Course, Day 1

Wednesday, July 25 ................................. 8:00 a.m. – 5:00 p.m.
In this two-day course, participants will prepare for the American Nurses Credentialing Center (ANCC) generalist certification examination in 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 exam.

Workshop 1: General Staff Development

Wednesday, July 25 ................................. 8:00 a.m. – 12:00 noon
We Have a Dream: Striving for the Gold Star . . . Magnet Recognition
Gen Guanci, Med, RN-BC, CCRN
American Nurses Credentialing Center’s Magnet Recognition Program™ is the gold star of nursing excellence. Research has proven that organizations that have reached this gold star have decreased morbidity and mortality and enhanced patient and employee satisfaction as well as decreased staff turnover and vacancy rates…the dream of any organization. This session is for anyone working at an organization who is thinking about, working toward, or interested in increasing knowledge of the Magnet Recognition Program.

Workshop 2: Advanced

Wednesday, July 25 ................................. 8:00 a.m. – 12:00 noon
We Have a Dream: The Quality and Safety in Nursing Education (QSEN) Grant Program
Elaine Smith, MBA, MSN, RN, CNA
Carol Durham, MSN, RN
This presentation will showcase the outcomes of a national Robert Wood Johnson Foundation grant to promote quality and safety education in nursing. The presenters will address the current medical error crisis and discuss the outcomes of this project. Innovative teaching and learning strategies will be showcased including simulations and unfolding case studies, narrative pedagogy, interdisciplinary team exercises, and communication strategies. Implications for staff development and academic educators will be highlighted.

Workshop 3: Recruitment

Wednesday, July 25 ................................. 8:00 a.m. – 12:00 noon
I Have a Dream: Creating a Healing Environment in Staff Development
Grissel Hernandez, MPH, BSN, RN, CCE
There is evidence that an unhealthy work environment contributes to medical errors, ineffective delivery of care, conflict, and stress among nurses and other healthcare providers. In this workshop, the presenter will incorporate the Whole Person Paradigm and introduce common strategies nurse educators may consider to transform the quality of their personal lives, create a healing work environment, and engage staff in their own transformation. Various forms of evidence-based body and mind tools will be introduced that can be easily incorporated into new and exciting professional development/nursing education programs.

Workshop 4: Potpourri

Wednesday, July 25 ................................. 8:00 a.m. – 12:00 noon
Leadership at the Bedside: Preparing Preceptors and Charge Nurses
Ellen Hegarty, MSEd, CCRN,BC
Ellen Cowan, MSN, RN, OCN
The presenters in this workshop used Pat Benner’s Novice to Expert Theory and Malcolm Knowles’ Principles of Adult Learning to develop a bedside leadership program to foster true staff leaders. Competency validation tools have been developed with preceptor and charge roles directly linked to clinical ladder opportunities and pay and performance standards.

Workshop 5: General Staff Development

Wednesday, July 25 ................................. 1:00 p.m. – 5:00 p.m.
Capturing R.E.M.: Review, Educate, and Measure—The Implementation and Development of a Program Designed to Strengthen the Role of the Nursing Assistant
Diana Gillespie, BSN, RN-BC
There is an identified link between training and retention: well-designed training allows employees such as nursing assistants to understand and perform their jobs better while increasing job satisfaction. A higher level of job satisfaction results in higher retention rates. The presenter will provide guidelines for the development and implementation of annual nursing assistant training. Participants will receive a detailed course of action which will assist them in developing a training event tailored specifically to their organizational needs.

Workshop 6: General Staff Development

Wednesday, July 25 ................................. 1:00 p.m. – 5:00 p.m.
Getting Started in Clinical and Nursing Staff Development
Bette Case Di Leonardi, PhD, RN-BC
Welcome to staff development! Participants will learn keys to assessing learning needs and planning, implementing, and evaluating learning activities. Participants are encouraged to purchase the NNSD publication, Getting Started in Clinical and Nursing Staff Development, as a supplemental reference. The workshop offers an opportunity to interact with other professionals new to the staff development role in structured learning activities. It also offers new staff development professionals a preview and orientation to some of the topics on the convention program.

Workshop 7: Leadership

Wednesday, July 25 ................................. 1:00 p.m. – 5:00 p.m.
Connecting the Dots: HAMR’ing the Way to Clinical Leadership
Carlene Galanopulo, MSN, RN, CCM
Linda Workman, PhD, RN
Amy Costanzo, BSN, RN
Join us to discuss the inception, design, practice, and outcomes associated with a program determined to advance clinical leadership at the bedside. In the workshop the presenters will discuss active learning strategies that will assist you to begin the process of developing a program in your facility advancing clinical leadership.

Workshop 8: Potpourri

Wednesday, July 25 ................................. 1:00 p.m. – 5:00 p.m.
Health Literacy: Delivering Realistic Education Alleviates Misunderstandings
Bette-Jo Johnson, BSN, RN-BC
According to the Institute of Medicine, 48% of the U.S. population cannot comprehend or use information written above a 5th grade reading level. That is before taking into account that medicine is like a foreign language. Nurses advocate for patients to be given education so that they can make good decisions about their health and follow their plan of care. We know knowledge is power so how do we provide patient education in a manner that patients and their families can actually understand and use?

As usual, I am proud that our organization is so professional and provides a wonderful learning experience. Thanks!

— A 2006 Convention Participant
Workshop 9: General Staff Development

Thursday, July 26 ......................... 8:00 a.m. – 12:00 noon  
Making the Dream a Reality: A Culturally Competent Workforce  
Linda Misko, MSN, RN-BC  
Mary Harper, MSN, RN  

Have you ever had a dream that was so vivid it seemed real? In this session, attendees will be prepared to conduct cultural competence education programs for all levels of staff in order to meet JCAHO and CLAS requirements. Educators will learn how to use experiential teaching methods to reach cognitive and affective domains of participants—a real dream come true!

Workshop 10: Advanced

Thursday, July 26 ......................... 8:00 a.m. – 12:00 noon  
Not Another Thing to Learn: Optimizing Educational Expertise  
Ellen Cowan, MSN, RN, OCN  
Ellen Hegarty, MEd, CCRN,BC  

With JCAHO’s National Patient Safety Goals and opportunities to create climates of patient safety, educators and managers are charged with implementing strategies to keep staff current in practice change, new equipment, and new products as well as provide an appropriate orientation for new hire nurses. In this 4-hour workshop the presenters will provide strategies to successfully implement practice change using theory and the shared governance model. The discussion will include role clarification for the educator, the differences between information flow and education, and educational strategies to reach the bedside nurse.

Workshop 11: Technology

Thursday, July 26 ......................... 8:00 a.m. – 12:00 noon  
Designing the Presentation of Your Dreams Begins With Choosing the Right Tools!  
Susan Brown, MSN, RN, BC, FNP, APRN,BC  
Julia Aucoin, DNPc, RN-BC, CNE  

Staff development professionals dream of designing appealing, engaging, and flexible educational activities that capture the interest of staff. To realize this dream, they must equip themselves with tools that take advantage of the presentation software available. The presenters will explore presentation design principles and instruments and challenge participants to integrate these tools in the construction of quality educational programs. Participants will assemble a collection of resources that meet individual design needs and serve as the tools with which to build their dream.

Workshop 12: Potpourri

Thursday, July 26 ......................... 8:00 a.m. – 12:00 noon  
A Consensus Conference on Preceptor Education: NNSDO Work Group  
Grif Alsipach, EdD, RN, FAAN  

In 2005 and 2006, nurse preceptors from across the U.S participated in the first national survey related to “Educational Support Necessary for Nurse Preceptors.” The presenter invites those who prepare, support, evaluate, and function as nurse preceptors to come together not only to hear the major findings of this survey but also to work with the survey originator to determine how this evidence can best be implemented. Participants will analyze results and build consensus on issues such as the optimal duration, content, and format for basic and advanced preceptor development programs. Outcomes from this session will afford direction regarding the design of new and improvement of existing preceptor development programs nationally and internationally.

Workshop 13: General Staff Development

Thursday, July 26 ............................ 1:00 p.m. – 5:00 p.m.  
Teach Less to Learn More: Accelerated Learning  
Lou Russell, MEd, BS  

How can I better teach, motivate, and inspire learners? As I envision the future of training, how do I update my existing training programs to increase long-term learning? If you are looking for the answers to these questions, this is the workshop for you. You will learn techniques to teach more, in less time, with more retention. Using accelerated and adult learning theory, you will be guided through the newest techniques in both the creation of training material and delivery of classes.

Workshop 14: Leadership

Thursday, July 26 ............................ 1:00 p.m. – 5:00 p.m.  
During, Refreshing, Effective, and Motivating: Facilitating DREAM Retreats  
Jaye Lynn Hall, MS, RN-BC  

Holding retreats has become a popular method of developing group cohesion, creating strategic plans, implementing new organizational structures, and re-energizing staff. Often the duty of organizing and facilitating retreats falls upon the staff development professional. Designing and facilitating retreats that not only accomplish goals but also energize and motivate participants can be a challenge. In this workshop, the presenter will offer activities, games, tips, and techniques to assist in designing retreats that are daring, refreshing, effective, and motivating—DREAM retreats!

Workshop 15: Recruitment

Thursday, July 26 ............................ 1:00 p.m. – 5:00 p.m.  
Peer Coaching: Train the Trainer  
Donna Waddell, EdD, APRN,BC, CNE, Nancy Dunn, MS, RN  

How do you know that what you teach in continuing education or inservice activities is being implemented in the clinical setting? What can you do to ease the transfer of newly acquired knowledge and skill into the staff nurses’ repertoire of nursing practice? The presenters in this workshop will discuss peer coaching, what it is and how to use it in the practice of nursing staff development. The goal is to prepare the staff development educator to be a peer coach and to be able to teach staff nurses to coach each other to enhance the transfer of new knowledge to the clinical setting.

Workshop 16: Potpourri

Thursday, July 26 ............................ 1:00 p.m. – 5:00 p.m.  
Applying the Nurse Educator Competencies to Staff Development  
Judith A. Halstead, DNS, RN  

Co-sponsored by the National League for Nursing  
This workshop will focus on using the National League for Nursing’s Nurse Educator Competencies© (2005) to foster development in your role as a staff nurse development educator. The eight categories of the evidence-based educator competencies and the process used to develop them will be described. The implications of the core competencies for nursing educators in all settings will be discussed. Emphasis will be placed on identifying strategies for using the competencies to guide your career development as a staff development educator.

Contact Hours

An application has been submitted to the Georgia Nurses Association for approval of 36.6 contact hours. The Georgia Nurses Association is accredited as an approver of Continuing Education in Nursing by the American Nurses Credentialing Center’s Commission on Accreditation.

Contact Hour Breakdown:

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Credit Hours</th>
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<tr>
<td>Wed. Workshops</td>
<td>8.4</td>
<td>6.6</td>
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<tr>
<td>Thurs. Workshops</td>
<td>8.4</td>
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<tr>
<td>Cert Prep Course (2 days)</td>
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Maximum Total: 36.6
Opening Session

Thursday, July 26 ................................. 6:00 p.m. – 7:30 p.m.
STOP Living Life Like an EMERGENCY
Diane Sieg, RN, CLC
Are you always trying to do more, be more, have more? Identify your specific challenges and learn strategies you can take home to help you give up the struggle created by emergency living. You will leave with renewed energy and enthusiasm and have more to give in all areas of your life.

Special General Session

Friday, July 27 ................................. 7:00 a.m. – 8:00 a.m.
Relevance of Genetics and Genomics to Nursing Practice and Education
Kathleen Calzone, MSN, RN, APNG, FAAN
The presenter will provide an overview of basic genetic and genomic principles, describe genetic/genomic nursing competencies and strategies for implementing nursing competencies, and identify genetic and genomic resources for nurses.

Keynote Session

Friday, July 27 ................................. 8:15 a.m. – 9:45 a.m.
From Silence to Voice: Putting Nursing Center Stage
Bernice Buresh, BA
The work of nurses is essential to the public’s health, yet much of it is insufficiently known and understood by the general public and even by clinicians and administrators within health care. Join this journalist and nursing advocate as she demonstrates how nurses can go from silence to voice and develop communication strategies to increase public support for their work. Participants will learn how to create positive messages for various audiences that nurses can incorporate into their everyday activities.

Concurrent Session I

Friday, July 27 ................................. 10:45 a.m. – 12:15 p.m.
A. [Advanced] Not Just a Dream: Educational Impact on Coworker Relationships and Communications
Catherine Witsberger, MSN, RN-BC
The presenter will discuss the findings of an NNSDO-funded research study that examined the question “Can an educational offering influence staff members’ perceptions of coworker communication patterns and satisfaction with coworker relationships?” Participants will be provided with a curriculum for developing a department-based coworker communication program that they can adapt for their own setting.

Donna Wright, MS, RN
This session is geared to alleviate some of your toughest staff development headaches. Our biggest problems are not usually the learners or the objectives of our education activities, it is often the support, or lack of support, we get from other leaders. Join us for this exciting journey into the challenges of management support for staff development. You will walk away with some wonderful, proven methods to meet these challenges head on and get the support you and your organization needs.

C. [General Staff Development] Supporting Competency of International Nurses: Blending Our Dreams
Bette Case Di Leonardi, PhD, RN-BC
Recent years have witnessed a dramatic increase in the number of foreign-educated and experienced nurses in the U.S. nursing workforce. The presenter reviews that trend, highlighting positions of professional organizations and presenting relevant research findings. Suggestions are offered for facilitating effective working relationships among international nurses and their domestic colleagues.

D. [Recruitment/Retention] Strengthening Nurse Retention: Integrating the Forces of Magnetism in the Orientation Process
Ron Bass, MAEd, BSN, RN
The presenter provides an overview of the 14 Forces of Magnetism and how these can serve as a template for developing a hospital-based nursing orientation curriculum. The impact on nurse retention rates to this newly designed curriculum will be examined.

E. [Technology] Comparison of Web-Based Instructional Design Strategies in a Pain Management Program for Nursing Professional Development
Charlene Smith, DNS, MSetd, WHNP BC
Studies evaluating the efficacy of Web-based learning (WBL) in nursing continuing education are limited in quantity and quality. Trends in education, technology, and health care support WBL as a convenient method to deliver continuing education; however, focused research evaluating instructional design elements is needed to promote effective educational outcomes. The presenter will discuss a study conducted in 2006 that compared outcomes of two instructional designs used to develop a WBL continuing education program for registered nurses.

F. [Potpourri] Nurse Research Internship Development Program
Diane McFarland, MSN, RN-BC; Karen Gabel Speroni, PhD, RN
Cynthia Earley, BSN, RN
In today’s healthcare environment it is essential for the direct care nurse to better understand nursing research and how to translate nursing research into clinical practice. The presenters will describe how Inova Loudoun Hospital, a Magnet-designated hospital, developed an innovative nurse research internship program that mentors direct care nurses in conducting sound nursing research.

Concurrent Session II

Friday, July 27 ................................. 2:00 p.m. – 3:30 p.m.
A. [Advanced] Promoting Evidence-Based Practice at the Bedside
Shannon Graham, MSN, RN, CNS, AOCN
Joan E. Walker, MSN, RN, CNS, APRN,BC
How do educators and managers promote evidence-based practice at the bedside in today’s busy acute care settings? Since many nurses cringe at the word “research,” it takes coordinated planning and effort to encourage the use of current evidence and to support the search for better nursing interventions. This program will feature suggestions for the initiation and continued growth of a nursing research committee in an acute care setting. The presenters will also discuss current issues, challenges, and successes in promoting evidence-based practice at the bedside.

B. [Leadership] Leadership Training: Develop Strong Leaders at All Organizational Levels
Lou Russell, MEd, BS
There are a lot of managers focusing on tasks to help meet their departments’ goals. There are far fewer leaders focusing on aligning the right people to the right tasks at the right time. This leadership training session can help you develop the competencies of great leadership. The presenter will introduce you to 10 key leadership competencies to help you develop the competencies of great leadership. In addition to learning about your own leadership strengths and weaknesses, the presenter will show you how to create leadership training programs that get results. These programs can be used to develop team members to be their own leaders as well as to develop high potential, next-generation leaders.

C. [General Staff Development] The Dream of Competency Validation—It is MORE Than a Checklist
Sheila S. Cyr, BS, RN-BC, OCN
Technical skill checklists have been used for many years to validate competency; however, these checklists typically do not provide documentation of the critical thinking skills of nurses. Nursing involves more than technical skills; therefore, evaluations of a nurse’s performance need to include aspects of critical thinking skills. The presenter will provide participants with ideas on how to include critical thinking components in the skills checklist and will introduce a form of documentation that incorporates the specifics of a nurse’s ability to identify and manage patient problems. Documentation in this format will provide managers with valuable information about the nurses they supervise and will enhance safe patient care.
E.  [Technology]  It’s Not a Dream; It’s Simulation
Deb DeCarlo, BSN, RN

Simulation has been used in the airline and aerospace industry for many years and has proven to be a very effective method of training. The medical field is just beginning to realize the benefits of simulation. No matter what the level of clinical competency, simulation can provide a structured experiential learning opportunity that helps develop awareness of emerging clinical problems and strategies of patient management. This includes practicing the communication skills essential to collaborative problem solving with members of the multidisciplinary healthcare team. Participants will have the opportunity to view simulation scenarios and debriefing sessions as well as participate in an interactive discussion.

F.  [Potpourri]  Educators With Expertise: Making the Dream a Reality
Chris Geyer, MSN, RN

How do you make the transition from staff nurse to educator? Many times nurses are promoted to educator roles because of their clinical expertise and the desire to be an educator. They then find themselves in a position without the knowledge and skills necessary to function effectively in the role. The presenter will outline the solution used at a large multi-hospital system to address the educational needs of a diverse group of developing educators.

Concurrent Session III

Friday, July 27 ................................. 4:45 p.m. – 6:15 p.m.
A.  [Advanced]  Beyond Your Wildest Dreams: Integration of a Professional Practice Model
Dora Bradley, PhD, RN-BC

The future of staff development extends beyond the provision of education to integrating new practice models at the bedside. Using a practice model based on synergy and healthy environments, the presenter will discuss strategies that have been employed at a large teaching facility to move the model from development to integration.

B.  [Leadership]  Envisioning Six Sigma as a Quality Improvement Methodology for Staff Development
Vivian McCellan, MSN, RN, APRN,BC

In this session, the presenter will explore how the education and development department of a healthcare system used the Six Sigma methodology and conducted Brown Belt Projects to improve staff performance that influenced and improved patient satisfaction. In March 1998, Commonwealth Health Corporation partnered with General Electric to become the first healthcare organization to implement Six Sigma as a quality improvement initiative. The education and development department has been involved in projects and initiatives to support as well as encourage the use of Six Sigma tools to validate effects of training and development.

C.  [General Staff Development]  Beyond the First Year: Developing Knowledge and Skills of Experienced bedside Nurses
Janice Mason, MSN, RN, CPN
Louise D. Jakubik, DNSc, CRNP, APRN,BC

Developing the knowledge and skills of experienced bedside nurses can be a challenge for any healthcare organization. Resources for staff development and education are frequently focused on the recruitment and retention efforts of novice nurses in the first year of practice rather than the ongoing professional development of experienced nurses. The presenters will describe the planning, implementation, and evaluation of an innovative clinical development program to develop the knowledge and skills of experienced bedside nurses at Children’s National Medical Center. Emphasis is placed on the complement of didactic, clinical, and mentoring experiences in the development of experienced nurses.

D.  [Recruitment/Retention]  The Courage to Educate—Clinical Educator Academy (CEA)
Judy Conedera, MSN, RN
Sally Carmen, MSN, RN, CPNP

The CEA is designed to enhance the capabilities of clinical educators according to evidence-based education and staff development standards within the healthcare system. In this session, the presenters will describe constructs, key components, and operations of the CEA with process evaluation, activities, and results.

E.  [Technology]  It’s Not a Dream; It’s Simulation
Deb DeCarlo, BSN, RN

Simulation has been used in the airline and aerospace industry for many years and has proven to be a very effective method of training. The medical field is just beginning to realize the benefits of simulation. No matter what the level of clinical competency, simulation can provide a structured experiential learning opportunity that helps develop awareness of emerging clinical problems and strategies of patient management. This includes practicing the communication skills essential to collaborative problem solving with members of the multidisciplinary healthcare team. Participants will have the opportunity to view simulation scenarios and debriefing sessions as well as participate in an interactive discussion.

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How do you make the transition from staff nurse to educator? Many times nurses are promoted to educator roles because of their clinical expertise and the desire to be an educator. They then find themselves in a position without the knowledge and skills necessary to function effectively in the role. The presenter will outline the solution used at a large multi-hospital system to address the educational needs of a diverse group of developing educators.
    LaNell Hull, MSN, RN-BC, CS
    Karen Wray, MSN, RN-BC
An enhanced classroom orientation process which integrates traditional orientation methods with a virtual patient assignment will be described. New employees at all levels work as a team when given patient situations and challenges. The goal of the enhanced orientation process is to change the traditional “boring” lecture format into an interactive learning process and problem-solving activity that employees will retain and implement in their everyday practice. An additional benefit of this process is to create a fun and stimulating experience for the orientee and educators. The orientation program will evolve and change to target quality, safety, and patient satisfaction initiatives along with traditional competency and regulatory requirements.

D. [Recruitment/Retention] Performance Coaching: Creating That Dream Employee
    Mitzi Grey, MEd, RN-BC
Highly engaged educators and managers consistently have the best track record of high productivity and quality outcomes, strong employee morale, and retention of high performers. Attend this session to capture what can be done to create and retain dream employees including evidence-based best practices for successful performance coaching.

E. [Technology] Creating Computerized Training on a Small Budget!
    Francis Joseph Desjardins, Jr., MEd, BSN, RN-BC
Smaller facilities have the same regulatory requirements as their larger counterparts; however, the smaller facilities do not have the financial opportunities to purchase large scale Web-based training platforms. The presenter will introduce applications that are readily available, easy-to-use, and reasonably priced for smaller facilities. Some of these programs may already be in use by the organization but require instructors to use more of the “added extras” in the application. Learners will see practical demonstrations of each program with information and tips on how to prepare programs for your organization. Even larger facilities can use these programs for just-in-time training or those one-time presentations of materials for large groups.

F. [Potpourri] 100 New Interns: Is It a Nightmare or a Dream?
    Anita Payne, MA, BSN, RN, CRRN
    Pat Convery, BSN, RN, CEN, MSTD
This presentation will assist you in turning your sleepless nights of managing new graduates into sweet dreams where everybody has his/her needs met, is part of the team, and the seeds of lifelong learning have been planted. We will share creative and innovative ideas, our successes, and learning opportunities that have created a unique and successful nursing internship program.

Concurrent Session V

Saturday, July 28......................... 1:15 p.m. – 2:45 p.m.
A. [Advanced] S-T-R-E-T-C-H Goals for Your Staff Development Department
    Francine Kingston, MSN, RN-BC
Reach into the future! Enjoy an innovative yet practical session where you emerge prepared to implement a quality improvement strategy with your own staff development peers! Bring your department into the future by comparing your education department to nationally recognized performance standards for professional nursing development. Take away a template, a scoring method, and a prioritization strategy for immediate use upon your return home and then challenge your colleagues to meet national standards!

B. [Leadership] Promoting and Advancing Professional Excellence: The Role of the Staff Development Specialist in Creating and Sustaining a “Magnet” Environment
    Barbara Zuppa, BSN, RN
The American Nurses Credentialing Center (ANCC) Magnet Recognition Program defines nursing excellence in the context of 14 Forces of Magnetism which characterize the ideal practice environment. The presenter will explore the role of the staff development specialist in creating and sustaining a Magnet healthcare environment and in promoting the professional excellence of nursing staff.

C. [General Staff Development] Going Undercover to Discover: The Teachable Moment
    Roberta P. Seay, MEd, RN-BC
This session is designed to describe the process our academic medical center developed to zero in on and define the customer service pitfalls we were encountering and the education we created to meet those teachable moments. The presenter will briefly review developmental psychology and adult learning theory and will discuss how the influence of the retail world’s mystery shopper role was used to develop a “mystery visitor program,” how staff were recruited to participate in the program, and the tools used to collect the observation data. The education format developed to address the learning needs of a multidisciplinary staff and the additions we have made to ongoing education will also be discussed.

    Jan Luke, MBA, MHA, RN
We all know the statistics—the average nurse is over 40 years old; the average healthcare manager is even older. Add to the mix turnover rates over 15% and healthcare organizations are continually looking for qualified candidates to fill leadership and specialty positions. The best intervention is succession planning, to “grow our own.” Unfortunately, most organizations don’t know how or believe they don’t have the time or the skills to do succession planning. This presentation will focus on succession planning within the staff development and education departments in a healthcare organization.

E. [Technology] Dare to Dream: A Comprehensive Learning Management System Can Take Nursing Staff Development to New Heights
    Susan W. Westmiller, MSN, RN
    Constance Feller, MSN, RN
The purpose of this session is to introduce participants to the benefits of the integration of e-learning, Web-based learning, simulation, and traditional methods to meet the diverse educational needs of a multi-generational nursing staff whether they work in a large urban setting or a small rural hospital.

F. [Potpourri] From Dream to Reality: Staff Development Strategies for JCAHO Readiness
    Donna Raimondi, MS, RN
Unannounced surveys by JCAHO and other licensing bodies are posing new challenges for hospitals. One of the greatest hurdles is how to engage staff in a continuous learning and reinforcement process regarding Joint Commission Standards and the National Patient Safety Goals. To ensure success, every hospital needs a creative and comprehensive plan. Unique and fun learning strategies developed by staff development educators are the key to success.

Concurrent Session VI

Saturday, July 28........................... 3:30 p.m. – 5:00 p.m.
A. [Advanced] Reaching Across Our Borders: Building an International Collaborative Program for Professional and Student Nurses
    Susan R. Allen, MSN, RN
A strategic alliance between a U.S. academic medical center and Mexican healthcare and academic institutions facilitated the interchange and training of nursing professionals and students. This collaborative program’s goals are to 1) enhance nursing cultural capabilities to care for the local and growing Hispanic population in the U.S.; 2) collaborate with local universities to build the academic components of the program; 3) develop U.S. and Mexican nursing leaders; 4) build long-term professional relationships that contribute to expansion of professional knowledge; and 5) participate in international research initiatives. Professional knowledge has been shared and work has started to create collaborative academic programs, spread evidence-based practice, enhance cultural understanding, and initiate nursing research.

Great convention. I learned a lot! Thanks!
—A 2006 Convention Participant
B. [Leadership] Sharing the Vision: Building Strong Leaders at Every Level of the Organization

Mendy Blair, MSN, RN, CNA, BC

The presentation will describe the process for creating and sustaining leadership capacity at all levels of the organization. While mid-level and executive manager leadership development is essential, preparing those staff closest to the point of service for leadership is critical to the success of the organization. By enhancing leadership development initiatives using a more robust, tiered curriculum, establishing intentional mentor relationships, and supporting a dedicated leadership coach position, leaders will soon emerge at all levels.

C. [General Staff Development] Providing the Presentation of Your Dreams

Linda Edwards, MN, RN

An interactive class designed principally for the novice but appropriate for any present. This program will provide the participants with concepts of adult education and the tools to apply those concepts as they develop a presentation. The participants will become more confident and skilled at preparing and providing a complete presentation whether informal or formal, regardless of time.

D. [Recruitment/Retention] Dreaming of a Nursing Career: Results of a Pilot Summer Nursing Extern Partnership Project

Debianne Peterman, PhD, RN-BC

Providing student nurses with robust clinical experiences has become more challenging with increased technology, complex patient diagnoses, and shortened hospital stays. In this session, the presenter will review the results of a pilot student extern program that was developed in a partnership between a private school of nursing and a large medical teaching hospital.


Janell Anderson, MSN, RN, CNA, BC

Black, red, green, yellow, blue, and more, have you ever wondered what those colors have to do with the way you learn and how you are affected by them? This class goes over many colors looking at the psychology of the color, its affect on gender, culture, and perception. You will learn more ways to put slides together to get the concept from the screen to the mind. Learn ways to do more effective presentations and have fun along the way.


Leslie Catron, BSN, RN

In this session, the presenter will describe how to develop a personal mission statement based on core values, five techniques to develop to lead from the middle of an organization, and how to set simple goals.

Concurrent Session VII

Sunday, July 29 9:00 a.m. – 5:00 p.m.

A. [Advanced] Writing for Publication: Simple Steps to Writing and Getting Published

Cheryl L. Mee, MSN, RN-BC, CMSRN

Attend this session and learn more about writing for publication and how to increase your chances of getting published. Discover the “inside story” about the publishing process including what editors look for in manuscripts, how the peer review process works, and what legal and ethical obligations you have regarding publication. Take away tips that will help you overcome obstacles that stop writers in their tracks and gain new information you can share with students to inspire their writing.

B. [Leadership] The Swinging Pendulum of Centralized and Decentralized Nursing Education

Chris Wilson, MSN, RN

This presentation chronicles the evolution of the unit-based and centralized educator roles at a large academic medical center. Issues explored include the grass roots emergence of the unit-based role and how it has evolved to be recognized as a formal part of the nursing leadership structure and aligned with the other roles in that group. Span and scope of practice will be explored as well as ways these two roles complement each other to support positive patient outcomes.

C. [General Staff Development] Flops and Failures in Healthcare Education: Making the Best of Worst Practice

Andrea Novak, MS, RN-BC, FAEN

Any educator who has coordinated an educational activity for healthcare professionals can relate to this often humorous look at the flops and failures that have occurred during any of the stages of program planning from start to finish or anywhere in between. The presenters will share their insights and lessons learned from worst practice to help others avoid the traps and pitfalls in program management. Murphyisms (Murphy’s Laws) will be applied to each of the categories to help with retention of the information.

D. [Recruitment/Retention] Dream Weaver: Supporting Emerging Nurse Leaders Through Integration of Innovative CE Programs Into Staff Development Curricula

Susan L. Lannon, MA, RN

In 2003, our staff development department added non-clinical professional development classes targeted primarily at experienced staff nurses. The intent was to give them more formalized opportunities to share their expertise and be recognized for their excellence within our institution. Our Clinical Advancement Ladder provided additional opportunities for professional growth and financial compensation. In this session, the presenter will discuss how this initiative evolved and the responses to it.

E. [Technology] Product Training Using a Blended Learning Model

Susan Brucey, MSN, BStEd, RN

The presenter will describe an innovative and learner-centric solution to the need for product training before and after the installation of new patient monitoring system in the hospital. A combination of lecture, demonstration, and return demonstration methods will be used.

F. [Potpourri] Ethical Implications for Staff Development Specialists

Adrienne E. Avillion, DEd, RN

Ethical principles have long been implicit in staff development practice; however, as the specialty continues to evolve, it is important to understand and apply these principles explicitly. Ethical dilemmas, by their very nature, have no definitive solutions. Ethical outcomes are influenced by patient, family, and nurse values, morals, cultures, religious beliefs, and legal constraints. The purpose of this session is to help staff development specialists reconcile these influencing factors and deal with ethical dilemmas that affect staff development practice.

Closing Brunch

Sunday, July 29 10:45 a.m. – 12:15 p.m.
Change, Chaos, and Creativity
Ann E. Weeks, DNS, RN, CEO

Sponsored by Cross Country University

Military SIG Educational Workshop

Monday, July 30 7:30 a.m. – 5:00 p.m.
Tuesday, July 31 7:30 a.m. – 5:00 p.m.

Great speakers! Have learned a lot that I will bring back to my hospital and make a difference! Many thanks!

Thank you for my first convention! I will be back!

— 2006 Convention Participants
Sheraton Atlanta Hotel

165 Courtland Street, Atlanta, GA 30303
toll free (800) 833–8624 or (404) 659–6500
fax (404) 524–1259

Make your plans now to attend the NNSDO Convention at the Sheraton Atlanta Hotel, July 26–29, 2007. The Sheraton Atlanta Hotel is holding rooms for NNSDO at a nominal rate of $140.00 for single/double occupancy until June 26, 2007, or until the room block is filled. Once this date is passed or the room block filled, the special NNSDO rates cannot be guaranteed. Make your reservations today to avoid the possibility of a filled room block! Call Sheraton Atlanta Hotel Reservations at (800) 833–8624 or (404) 659–6500. Be sure to tell the reservations personnel that you are with the NNSDO Convention in order to receive this special rate.

The Sheraton Atlanta Hotel is located directly in the center of lively downtown. The fabulous location and elegant surroundings at the Sheraton Atlanta Hotel are matched by beautifully renovated 760 luxurious guest rooms, including 22 incredible suites. The Sheraton introduces a whole new level of comfort—the Sheraton Sweet Sleeper Bed, a custom designed plush top mattress set, a cozy fleece blanket, a plump duvet, and five cushy pillows. All rooms feature a spacious desk area with task lighting, telephones with data ports, and a host of personal comforts. Located just minutes from exciting shopping, sports, dining, and entertainment, the Sheraton has an “of-the-moment” atmosphere, like those trendy high-concept hotels, but the luxury hotel in Atlanta combines atmosphere with functionality.

Roommate Locator

NNSDO 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.

Really enjoyed the convention! Everyone was very nice!
Great convention again! Thoroughly enjoyed it—
I’m looking forward to next year.
— 2006 Convention Participants

Travel

Association Travel Concepts (ATC) has been selected as the official travel agency for the 2007 NNSDO Annual Convention in Atlanta, GA.

By calling ATC, you will receive up to 15% off the lowest available fare for tickets purchased 30 days prior to the convention (United) and 5% off (American Airlines). ATC will also search for the lowest available fare on any airline. These discounts apply for travel July 23–August 1, 2007.

To take advantage of these discounts you may use direct access to ATC online booking tools and live agents for meeting travel. Go to www.atcmeetings.com and click on MEETINGS to Air – Meeting and Leisure (TravelASP). When you register using the online booking tool please enter NNSDO in the Company or Organization or Association field. You may also e-mail reservations@atcmeetings.com, call 1 (800) 458–9383 between the hours of 9:00 a.m. and 5:30 p.m. (Eastern Standard Time) Monday through Friday, or fax 858–362–3153.

Airport

The Hartsfield-Jackson Atlanta International Airport, located 10 miles from downtown Atlanta, is the world’s busiest passenger airport. The airport is a major connecting hub serving 26 passenger airlines from around the globe. There are more than 200 concession outlets throughout the airport, including 89 food and beverage outlets, 85 retail and convenience outlets, and 55 staffed service outlets.

Airport Shuttle Service

Thirty shuttle services offer door-to-door and on-demand pickup service in the Atlanta metropolitan area and bordering states. Vans carry 7–14 passengers and depart every 15 minutes within the metropolitan area and every 30 minutes for all other areas. Hartsfield-Jackson’s taxi loading zone is located in the Ground Transportation Center just west of the Terminal South baggage claim area. The airport houses 11 rental car agencies with free shuttle service to and from the airport. You may arrange a limousine by requesting the service through Hartsfield-Jackson’s Host Volunteer or Customer Service Representative booth located next to Atlanta Link.

Atlanta

Atlanta, the largest city and capital of Georgia is situated in the northwest part of the state at the base of the Blue Ridge Mountains. Atlanta is the major commercial and transportation hub of the southeast United States. The city’s economy is led by the service, communications, retail trade, manufacturing, finance, and insurance industries. Atlanta is also a major educational center, with many prestigious universities and colleges, including Emory University, Georgia Institute of Technology, Georgia State University, Morehouse College, Spelman College, and Clark Atlanta University. A few major attractions include Martin Luther King, Jr. National Historic Site, Grant Park, and the Carter Presidential Center.
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

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 22, 2007, will be considered early registrations.

Registrations postmarked or faxed after June 22, 2007, will be considered regular registrations.

Registrations postmarked or faxed after July 13, 2007, 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 13, 2007.

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 13, 2007. 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 forms received without payment will not be processed until payment is received.
**REGISTRATION**

**R.S.V.P.**

Please note that indicating the sessions you wish to attend helps in the planning of room assignments and does not pre-register you for the session. Once the room has met its capacity, the session will be closed.

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**Fee Section**

**A. Preconvention Workshops**

- NNSDO Member: $79.99
- Non-Member*: $129.00

- Workshop 1 (7/25 a.m.)
- Workshop 2 (7/25 a.m.)
- Workshop 3 (7/25 a.m.)
- Workshop 4 (7/25 a.m.)
- Workshop 5 (7/25 p.m.)
- Workshop 6 (7/25 p.m.)
- Workshop 7 (7/25 p.m.)
- Workshop 8 (7/25 p.m.)
- Workshop 9 (7/26 a.m.)
- Workshop 10 (7/26 a.m.)
- Workshop 11 (7/26 a.m.)
- Workshop 12 (7/26 a.m.)
- Workshop 13 (7/26 p.m.)
- Workshop 14 (7/26 p.m.)
- Workshop 15 (7/26 p.m.)
- Workshop 16 (7/26 p.m.)

- 2-Day Certification Preparation Course
- NNSDO Member: $250.00
- Non-Member*: $299.00

**Subtotal A: $_________**

**B. Full Convention Registration—Early**

- NNSDO Member (before June 22): $445.00
- Non-Member* (before June 22): $545.00

**Subtotal B: $_________**

**C. Full Convention Registration—Regular**

- NNSDO Member (after June 22): $495.00
- Non-Member* (after June 22): $595.00

**Subtotal C: $_________**

**D. Full Convention Registration—Onsite**

- NNSDO Member (after July 13): $650.00
- Non-Member* (after July 13): $750.00

**Subtotal D: $_________**

**E. Single Day Registration**

- Thursday only: $150.00 (Thursday includes opening session and reception only, does NOT include workshops)
- Friday only: $200.00
- Saturday only: $200.00
- Sunday only: $200.00

**Subtotal E: $_________**

**F. Spouse or Guest Registration**

- Spouse or Guest (includes all food functions and exhibit hall entry): $175.00

**Subtotal F: $_________**

**G. Membership**

- New: $95.00
- Renewal: $95.00

**Subtotal G: $_________**

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

**H. Optional Special Event**

- Fun Run/Walk for Research: $10.00

**Subtotal H: $_________**

**CALCULATE YOUR TOTAL FEES**

**Add subtotals from previous sections:**

- A. Preconvention Workshops: $_________
- E. Single Day Registration: $_________
- B. Full Conv. Regis.–Regular: $_________
- F. Spouse/Guest Regis.: $_________
- C. Full Conv. Regis.–Regular: $_________
- G. Membership Dues: $_________
- D. Full Conv. Regis.–Onsite: $_________
- H. Optional Run/Walk: $_________

**Total Enclosed: $_________**

For credit card use —

- Card # _________
- Exp. _________/_______
- Signature _________
- Name (as it appears on card) _________
- Billing address _________

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

Or send a copy of purchase order — PO # _________

Payment or purchase order must accompany this form.

**Special Needs**

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

REMEMBER: Please complete both sides of this form!
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 NNSDO was formed in 1989. Seventy-five percent of NNSDO members hold a master’s degree or higher and are nurse and 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 geographical 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 convention, Minneapolis, MN, July 2008.
- Discounts on NNSDO products and services.
- Journal for Nurses in Staff Development, NNSDO’s official journal (6 issues).
- Discounts on the certification examination and recertification fees through ANCC.
- TrendLines (6 issues), the NNSDO newsletter.
- Networking in NNSDO list serve.
NNSDO CONVENTION 2007
ATLANTA

Nationally Known Speakers!

- Bernice Buresh, BA
- Kathleen Calzone, MSN, RN, APNG, FAAN
- Diane Sieg, RN, CLC
- Ann E. Weeks, DNS, RN

16 Preconvention Workshops
July 25–26, 2007

42 Concurrent Sessions