Land of 10,000 Lakes and 10,000 Ideas: Staff Development at Its Best

NNSDO Convention 2008

Minneapolis, Minnesota

July 10 –13, 2008 ■ Hilton Minneapolis
The goals of the 2008 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.
- 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?

- 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.

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. Sponsored by Cross Country University.

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 staff development.

Life Style Exhibits

Participants like to browse the Life Style Exhibits. These exhibits are focused on the “life style” of the convention participants and provide a unique opportunity to purchase items for themselves, family, and friends during the convention without taking time away from the educational programs. These exhibits may include jewelry, clothing, home décor, and more.

Nursing Professional Development Certification Exam Held at 2008 Convention

NNSDO has made arrangements with the American Nurses Credentialing Center (ANCC) to offer the Nursing Professional Development Certification Exam following the convention in Minneapolis, MN, July 10–13, 2008. The exam will be held on Sunday, July 13, from 1:00 p.m.–5:00 p.m. NNSDO members pay a discounted fee of $310.00 ($380.00 for non-members). Seating is limited to 100.

In order to take the Nursing Professional Development exam at the NNSDO 2008 Annual Convention, you must register directly with ANCC no later than May 1, 2008. In section 1 on the application, list “Minneapolis-NNSDO Conv” for exam site location/city and “MN” for state. The site code is 2425, and the exam date is July 13, 2008. You can view the requirements and application at http://www.nursecredentialing.org/cert/PDFs/NursingProlDev_App or go to the ANCC website 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 Minneapolis!
Wednesday, July 9, 2008
7:00 a.m. – 5:00 p.m. ............................................... Registration
7:00 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 Bring on the Storm! Share Your Best While You Learn From the Rest
Theresa Quinn, BS, RN
8:00 a.m. – 12:00 noon ................ Workshop 2: Leadership Great Ideas for Teaching Staff (GFTS)

8:00 a.m. – 12:00 noon ................ Workshop 3: Advanced 10,000 Lakes, 10,000 Ideas, and 10,000 Roles for Nurses in Staff Development: How Does the Evidence Help Us Do It All?
Anne Longo, MBA, BSN, RN-BC; Carol Tierney, MSN, RN
8:00 a.m. – 12:00 noon .......... Workshop 4: Genetics and Genomics 10,000 Reasons to Include Genomics in Staff Development: Benefits to Every Patient
Kathleen Calzone, MSN, RN, APNG, FAAN; Elizabeth Pestka, MS, APRN-BC, APNG
9:00 a.m. – 5:00 p.m. ......................... Board Meeting
1:00 p.m. – 5:00 p.m. ................. Workshop 5: General Staff Development Getting Started in Clinical and Nursing Staff Development
Bette Case Di Leonard, PhD, RN-BC
1:00 p.m. – 5:00 p.m. ......................... Workshop 6: Leadership Leveraging the Role of Staff Development to Meet Regulatory and Best Practice Outcomes
Jean Humphreys, MSN, RN, CNA
1:00 p.m. – 5:00 p.m. ......................... Workshop 7: Advanced From Idea to Print: Writing for Publication
Belinda E. Puetz, PhD, RN
1:00 p.m. – 5:00 p.m. ......................... Workshop 8: Recruitment/Retention Transforming Conflict: It's a Profitable Gift!
Sharon Waltner, MA, BSN, RN
2:30 p.m. – 3:00 p.m. ....................... Coffee Break
Thursday, July 10, 2008
7:00 a.m. – 6:00 p.m. ............................................... Registration
7:00 a.m. – 8:00 a.m. ......................... Coffee
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: Research Using Your 10,000 Ideas to Create Winning Research Proposals
Joan Warren, PhD, RN-BC; Mary Krugman, PhD, RN, FAAN; Patsy Maloney, EdD, MSN, RN-BC, CNA; Chris Malmgreen, MSN, RN-BC, CHES; Beverly Owens, PhD, RN, APNG, CNA-BC; Gail Tuohig, PhD, RN; Sue Wesmiller, MSN, RN; Catherine Witsberger, MSN, RN-BC
8:00 a.m. – 12:00 noon ................. Workshop 10: Leadership Workplace Bullying in Nursing: What It Is and What to Do About It
Lynda Olenaker-Russo, MA, MA, RN, ACP, CNA, BC
8:00 a.m. – 12:00 noon ................ Workshop 11: Advanced Eyore or Pooch, Which One Are You? Theory and Evidence to Support Fun and Creativity in Education
Barbara McNell, MSN, RN-BC
8:00 a.m. – 12:00 noon ................ Workshop 12: General Staff Development Innovative Strategies for Evaluating Learning Outcomes NLV Co-sponsored
Linda Caputi, EdD, MSN, RN
9:00 a.m. – 12:00 noon ................... Board Meeting
12:00 noon – 4:00 p.m. ................. Journal for Nurses in Staff Development Editorial Board Meeting
1:00 p.m. – 5:00 p.m. ................. Workshop 13: General Staff Development Everything You Ever Wanted to Know About Competency Assessment
Donna Wright, MS, BSN, RN
1:00 p.m. – 5:00 p.m. ......................... Workshop 14: Advanced 10,000 Projects? It Starts With One Focus:
Knowing Your Mission, Influence, Learning, and Goals
Leslie Catron, BSN, RN
1:00 p.m. – 5:00 p.m. ................. Workshop 15: Recruitment/Retention A Signature Strengths-Based Approach to Retaining Nurses
Linda Henry, BS; James Henry, MD
1:00 p.m. – 5:00 p.m. ......................... Workshop 16: Technology I’ve Offered It Face-to-Face: How Do I Move It Online?
Cynthia Hollingsworth, MS, BS, AAS
4:30 p.m. – 5:30 p.m. ......................... Moderator Meeting
5:00 p.m. – 6:00 p.m. ......................... New Participant Orientation
6:00 p.m. – 7:30 p.m. ......................... Opening Session Laughter Your Way to Good Health
Susan Vass, BA
7:30 p.m. – 9:30 p.m. ......................... Grand Opening of Exhibits Reception in Exhibit Hall

Friday, July 11, 2008
7:00 a.m. – 6:00 p.m. ............................................... Registration
8:00 a.m. – 9:30 a.m. ......................... Awards/Keynote Session The Power of Myth: How the Media-Fueled Undervaluation of Nursing Fuels the Nursing Shortage, Wastes Healthcare Resources, and Takes Lives
Sandy Summers, MPH, MSN, RN
9:00 a.m. – 4:00 p.m. ......................... Life Style Exhibits
9:30 a.m. – 10:30 a.m. ......................... Break in Exhibit Hall
9:30 a.m. – 12:00 noon ......................... Poster Set Up
10:30 a.m. – 12:00 noon ......................... Concurrent Session I
12:00 noon – 1:30 p.m. ......................... Lunch in Exhibit Hall
12:00 noon ......................... Star Search
1:45 p.m. – 3:15 p.m. ......................... Concurrent Session II
3:30 p.m. – 5:00 p.m. ......................... NNSDO Annual Business Meeting
5:15 p.m. – 6:45 p.m. ......................... Concurrent Session III

Saturday, July 12, 2008
6:30 a.m. – 7:30 a.m. ......................... Fun Run/Walk for Research
7:00 a.m. – 6:00 p.m. ......................... Registration Open
7:00 a.m. – 8:00 a.m. ......................... Affiliate Networking Meeting
8:00 a.m. – 10:00 a.m. ......................... Breakfast General Session
Elizabeth Capezuti, PhD, RN, FAAN
Sponsored by The John A. Hopkins Foundation for Geriatric Nursing at New York University
9:00 a.m. – 4:00 p.m. ......................... Life Style Exhibits
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. – 3:45 p.m. ......................... Break in the Exhibit Hall
4:00 p.m. – 5:00 p.m. ......................... Exhibits Close
4:00 p.m. – 5:30 p.m. ......................... Concurrent Session VI
5:30 p.m. – 6:30 p.m. ......................... Reception/Posters

Sunday, July 13, 2008
7:00 a.m. – 10:00 a.m. ......................... Registration
8:00 a.m. – 9:30 a.m. ......................... Concurrent Session VII
9:30 a.m. – 9:45 a.m. ......................... Transit Break
9:45 a.m. – 12:15 p.m. ......................... Closing Brunch
Nursing Is the Answer
Joanne Disch, PhD, RN, FAAN
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

Monday, July 14, 2008
7:30 a.m. – 5:00 p.m. ......................... Military SIG Educational Workshop
Tuesday, July 15, 2008
7:30 a.m. – 5:00 p.m. ......................... Military SIG Educational Workshop
Speakers

Opening Session: Susan Vass, BA

Susan Vass, BA, called “a young Erma Bombeck,” and “a female Jay Leno” is a woman who knows how to laugh at life. Ms. Vass has helped audiences laugh their way to good health. In addition to her countless radio and television appearances, she is the author of a best-selling humor book, Laughing Your Way to Good Health.

Keynote Session: Sandy Summers, MPH, MSN, RN

Sandy Summers, MPH, MSN, RN, has served as the Executive Director of The Center for Nursing Advocacy since 2001, the year she and fellow graduate students founded it at Johns Hopkins University School of Nursing in Baltimore, MD. The Center is an international non-profit organization that seeks to increase public understanding of the central, front-line role nurses play in modern health care. The focus of the Center is to promote more accurate, balanced, and frequent media portrayals of nurses and increase the media’s use of nurses as expert sources. Ms. Summers is a member of the international nursing honor society, Sigma Theta Tau, and the public health honor society, Delta Omega.

Closing Session: Joanne Disch, PhD, RN, FAAN

Joanne Disch, PhD, RN, FAAN, is Professor and Director of the Katharine J. Densford International Center for Nursing Leadership and holds the Katherine R. and C. Walton Lillehei Chair in Nursing Leadership at the University of Minnesota, School of Nursing. She has extensive experience as educator, chief nurse executive, leader, researcher, policy maker, and spokesperson. Currently, Dr. Disch serves as Chair of the National Board of Directors for AARP, a member of the Board of Directors for Allina Health System and the National Center for Healthcare Leadership, and a Fellow in the American Academy of Nursing.

ANCC Annual Accreditation Symposium

Hilton Minneapolis • Wednesday, July 9, 2008

Held immediately preceding the National Nursing Staff Development Organization (NNSDO) Annual Conference

This annual event addresses important trends and changes in the accreditation environment for continuing nursing education. Join us for compelling sessions on commercial support; interdisciplinary education; and technology, including e-learning, learning management systems, and electronic evaluation. Innovative models for delivery of quality continuing education will be highlighted in presentations by the 2007 Premier Program Award Winners: Nursing Spectrum and AWOHN. ANCC’s new Nursing Skills Competency Program will be discussed, as well as a review of the first draft of the new 2009 ANCC Accreditation Manual. Cost: $200, includes continental breakfast and lunch.

For more information or to register, visit: www.nursecredentialing.org/accred/symposium

For additional questions regarding the symposium, email accredconference@ana.org or call 1.800.284.2378.

Six continuing education contact hours will be provided by the American Nurses Association (ANA), accredited provider of continuing nursing education by ANCC’s Commission on Accreditation. ANA is approved as a provider by the California Board of Registered Nursing, Provider number 6178.
Nursing Professional Development Certification Preparation Course—Day 1

Wednesday, July 9 ................................... 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 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 9 ................................... 8:00 a.m. – 12:00 noon

Bring on the Storm! Share Your Best While You Learn From the Rest
Theresa Quinn, BS, RN

Have you ever wondered how other healthcare facilities educate staff? How do other organizations set up preceptor programs? How do different educators cover all of that equipment in orientation yet still keep the participants engaged? How do other education departments demonstrate a return on investment to prove their value to the organization? If you have ever considered these questions—this is the session for you. Participants will work through a structured networking, brainstorming, and information-sharing session to generate as many training tips/techniques as possible.

Workshop 2: Leadership

Wednesday, July 9 ................................... 8:00 a.m. – 12:00 noon

Great Ideas for Teaching Staff (GIFTS)
Michele L. Deck, MED, BSN, RN, LGCE, FACCE

Each of us has many gifts to offer staff from orientation information to Joint Commission review topics to quality issues. In this workshop the presenter will offer the newest ideas and methods that staff development educators can use to get their information across in a way that ensures maximum retention of the content. If you are looking for new ideas to use when you teach or facilitate meetings, this workshop is for you.

Workshop 3: Advanced

Wednesday, July 9 ................................... 8:00 a.m. – 12:00 noon

10,000 Lakes, 10,000 Ideas, and 10,000 Roles for Nurses in Staff Development: How Does the Evidence Help Us Do It All?
Anne Longo, MBA, BSN, RN-BC; Carol Terney, MSN, RN

The American Nurses Association's Scope and Standards of Practice for Nursing Professional Development identifies the roles of nurses in professional development as educator, facilitator, change agent, consultant, and leader. In an ever-changing healthcare environment, how do you stay current with the evidence relating to professional development? How do you thread the evidence throughout your responsibilities day in and day out? How do you develop the skills to be fluent in searching for, critically appraising, and applying evidence, then assessing the outcome of your practice changes? This workshop offers anyone interested in developing knowledge and skills about evidence-based practice (EBP) to learn how nurses in professional development can incorporate EBP into the many hats they wear.

Workshop 4: Genetics and Genomics

Wednesday, July 9 ................................... 8:00 a.m. – 12:00 noon

10,000 Reasons to Include Genomics in Staff Development: Benefits to Every Patient
Kathleen Calzone, MSN, RN, APNG, FAAN
Elizabeth Pestika, MS, APRN-BC, APNG

The presenters in this workshop will provide an overview of basic genetic and genomic principles and identify competencies that are essential for all nurses regardless of academic preparation, role, or specialty.

Workshop 5: General Staff Development

Wednesday, July 9 ................................... 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! Here are some tools to help you get started. That is the message of this workshop. Bring your questions and concerns and expect to leave with a starter kit of ideas that can multiply into 10,000 or more! The presenter will provide an overview of the staff development component roles and will focus on the educator role. Participants will learn keys to assessing learning needs and planning, implementing, and evaluating learning activities. Participants are encouraged to purchase the NNSDO 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. The workshop also offers new staff development professionals a preview and orientation to some of the topics on the convention program.

Workshop 6: Leadership

Wednesday, July 9 ................................... 1:00 p.m. – 5:00 p.m.

Leveraging the Role of Staff Development to Meet Regulatory and Best Practice Outcomes
Jean Humphreys, MSN, RN, CNA

As the competition for resources becomes increasingly stringent, “change” has become a survival technique. Staff development professionals must seize every available opportunity to expand their sphere of influence by changing the way in which they carry out their roles. Education alone will not achieve the outcomes against which all healthcare organizations are measured. We must step more willingly and actively into the role of facilitator, researcher, consultant, and change agent if we are to make a noticeable contribution to the organizations and communities we serve. This presentation will tell the story of how transformational leadership, diversity within the team, and a focus on outcomes enabled an education department to extend its influence beyond the classroom and evolve into a significant force within the organization.

Workshop 7: Advanced

Wednesday, July 9 ................................... 1:00 p.m. – 5:00 p.m.

From Idea to Print: Writing for Publication
Belinda E. Puetz, PhD, RN

In this fun and engaging workshop, you will learn from an experienced author and editor exactly how to get your ideas into print in a nursing journal. The presenter will cover topics from generating an idea to submitting a manuscript to working with powerful tools that will impact the overall productivity, profitability, and emotional well-being of all who work in healthcare facilities.

Workshop 8: Recruitment and Retention

Wednesday, July 9 ................................... 1:00 p.m. – 5:00 p.m.

Transforming Conflict: It’s a Profitable Gift!
Sharon Waltner, MA, BSN, RN

If we breathe, conflict is inevitable. Employees’ inability to deal with conflict effectively in the workplace can result in a tremendous loss of productivity, in addition to an unhealthy emotional milieu. Healthcare professionals are highly trained to care for their clientele. Unfortunately, many of these same professionals lack the necessary skills for effective communication and transforming conflict. Training to transform conflict successfully provides leaders with powerful tools that will impact the overall productivity, profitability, and emotional well-being of all who work in healthcare facilities.
Workshop 9: Research
Thursday, July 10 ............................ 8:00 a.m. – 12:00 noon
Using Your 10,000 Ideas to Create Winning Research Proposals
Joan Warren, PhD, RN-BC; Mary Krugman, PhD, RN, FAAN; Patsy Maloney, EdD, MSN, RN-BC, CNA, CEN; Chris Malmgreen, MSN, RN-BC, CHES; Beverly Owens, PhD, RN, APRN, CNA-BC; Gail Tuohig, PhD, RN; Sue Weismüller, MSN, RN; Catherine Witsberger, MSN, RN-BC
Writing a winning research proposal begins with just one idea. Join us in learning how to transform your idea into a research question and the art of writing a successful research proposal for grant funding and institutional review and ethics approval. We will describe how to create a comprehensive literature review and integrate a theoretical framework; assist you in formulating research questions and how to select appropriate research methodologies; and we will walk you through the institutional review submission process. At the completion of this workshop you will have the tools and a plan to write a successful proposal.

Workshop 10: Leadership
Thursday, July 10 ............................ 8:00 a.m. – 12:00 noon
Workplace Bullying in Nursing: What It Is and What to Do About It
Lynda Olender-Russo, MA, RN, ANP, CNAA, BC
In this workshop the presenter will describe theoretical concepts related to bullying in the work environment, describe two best practices for responding to bullying behavior, and describe key concepts necessary for long-lasting change within an organization.

Workshop 11: Advanced
Thursday, July 10 ............................ 8:00 a.m. – 12:00 noon
Eeyore or Pooh, Which One Are You? Theory and Evidence to Support Fun and Creativity in Education
Barbara McNeill, MSN, RN-BC
Many educators pay “lip service” to using creative, fun, and unique strategies in their educational offerings, but often these are simply watered down versions of the “same old.” Why does this occur? Probably for many reasons not least of which is the belief that the effectiveness of these strategies is just fiction, drummed up by some idealistic staff development educator with time on his or her hands. This workshop is designed to debunk that myth by offering educational theory, scientific evidence, and examples of evidence-based educator practice in support of the effectiveness of these strategies.

Workshop 12: General Staff Development
Thursday, July 10 ............................ 8:00 a.m. – 12:00 noon
Innovative Strategies for Evaluating Learning Outcomes
Linda Caputi, EdD, MSN, RN
As learners, learning environments, and teaching methods evolve, nurse educators must reconsider how to evaluate the achievement of learning outcomes effectively. In this workshop the presenter will identify competencies necessary in today’s patient-care environment, assessment activities to evaluate learning outcomes, and describe activities that can be used to provide opportunities for learning to occur.

Workshop 13: General Staff Development
Thursday, July 10 ............................ 1:00 p.m. – 5:00 p.m.
Everything You Ever Wanted to Know About Competency Assessment
Donna Wright, MS, BSN, RN
This workshop will explore the elements needed to create a successful competency program. You will learn many creative strategies to the competency process and creative ways to verify competencies in all departments. We will explore ways to operationalize this every day and ensure compliance. Join us for a humorous look at how to make all this happen and how to create a system that really works. You won’t believe how easy it can be.

Workshop 14: Advanced
Thursday, July 10 ............................ 1:00 p.m. – 5:00 p.m.
10,000 Projects? It Starts With One Focus: Knowing Your Mission, Influence, Learning, and Goals
Leslie Catron, BSN, RN
Bombarded with 10,000 projects every day, nursing staff development educators often lose sight of the reasons and passion that motivated them to accept the role. This unique interactive workshop gives the participants the opportunity to develop a personal mission statement based on discovered values that will rekindle passion in work and life. At the end of the workshop, participants will have a mission statement and have set one priority goal for the coming year to be met with success.

Workshop 15: Recruitment/Retention
Thursday, July 10 ............................ 1:00 p.m. – 5:00 p.m.
A Signature Strengths-Based Approach to Retaining Nurses
Linda Henry, BS; James Henry, MDiv
As the average age of nurses in the U.S. approaches 50 years old and healthcare organizations are faced with preventing “brain drain,” this highly-interactive workshop provides educators with practical, no-cost inventories and resources to assist nurses to examine more fully and build upon key, satisfying, non-clinical strengths. Assisting nurses to engage their passionate strengths more completely leads to increased retention at any age, including their later years.

Workshop 16: Technology
Thursday, July 10 ............................ 1:00 p.m. – 5:00 p.m.
I’ve Offered It Face-to-Face: How Do I Move It Online?
Cynthia Hollingsworth, MS, BS, AAS
You’ve delivered staff education before; you’ve even developed staff education offerings. You’re confident in your ability to deliver face-to-face education effectively. Now you need to move into online-delivered educational offerings and don’t have a clue where to begin except that you know that you don’t want your result to be one of those boring “page-turners” where participants nod off or skim through just to “get through.” If you’re converting an existing course, bring your materials; if you’re developing a new course, bring your ideas. We’ll organize, set goals, discuss fundamentals, explore probabilities, and brainstorm possibilities, and you will leave with the beginnings of a plan for an effective, learner-centered Web course!

Contact Hours
An application has been submitted to the Georgia Nurses Association for approval of 32.7 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:
- Wed. Workshops ............... 8.0
- Thurs. Workshops .......... 8.0
- Cert Prep Course (2 days) .. 16.0
- Cert Prep Course (1 day) .. 6.0
- Posters .......................... 1.0

Maximum Total ................ 32.7

What an excellent professional meeting!
— 2007 Convention Participants
Reversing a Complaint-Driven Culture:
D. (Recruitment/Retention)

Did You See How She Treated Me? The Role of
C. (Leadership)

Becoming an Influential Leader in Nursing
A. (Advanced)

Friday, July 11 ...................................... 10:30 a.m. – 12:00 noon

Professional Development
Assistive Personnel (UAP)

These strategies can be used to improve teamwork in the staff development
worker—meaning those who are not only unhappy at work but who also act out
the behaviors and specific interventions and actions that individuals, teams, and
managers can take to prevent and reduce the conflict while increasing morale.

November Evans, MS, RN; Brenda Millet, MSN, RN-BC

The time is now that we must take a critical and intentional exploration of unlicensed
assistive personnel (UAP) and their alliance with registered nurses (RN) in
healthcare settings. Rapid evolution in patient care has altered the role and
responsibility of the RN in work environments that employ the use of UAPs. In an
urban pediatric hospital, staff development and nurse leaders, along with those
who are doing the work, used the research results from the Healthcare Environment
Survey (HES) to maximize the use of UAP within care delivery. A 40-hour mandatory
educational program resulted in a shift in the technical, critical thinking, and
relational skills of UAP.

A. (Advanced) Staff Development at its Best: Creating a Divine
Alliance Between Registered Nurses (RN) and Unlicensed
Assistive Personnel (UAP)

Mourine Evans, MS, RN; Brenda Millet, MSN, RN-BC

The presenters will focus on behaviors to help experienced staff
development specialists influence others and strategically position themselves within
their organization. Members of the NNUSD Board of Directors will be providing
content and case studies.

B. (Leadership) Becoming an Influential Leader in Nursing
Professional Development

Dora Bradley, PhD, RN-BC; Mary Harper, MSN, RN-BC; Carol Blauth,
MSN, BS, RN-BC; Barbara Brunst, MA, RN, RN-BC; Diana Shihart,
PhD, DMin, MSN, APRN-BC, CS; Nancy Konzelmann, MS, RN-BC

In this session, designed for current or aspiring leaders in nursing professional
development, the presenters will focus on behaviors to help experienced staff
development specialists influence others and strategically position themselves within
their organization. Members of the NNUSD Board of Directors will be providing
content and case studies.

C. (Leadership) Did You See How She Treated Me? The Role of
Disrespect, Rudeness, and Incivility in Team Conflict and Morale

Jan Luke, MBA, MHA, RN

The presenter will describe team-busting behaviors and their impact on team
conflict, morale, and patient outcomes. There will be discussion of the causes of
these behaviors and specific interventions and actions that individuals, teams, and
managers can take to prevent and reduce the conflict while increasing morale.

D. (Recruitment/Retention) Reversing a Complaint-Driven Culture:
Five Ideas for Moving From Complaints to Consideration

Mitzi Grey, MEd, RN-BC

The presenter will explore five ideas for addressing the “actively disengaged”
worker—meaning those who are not only unhappy at work but who also act out
their negative feelings, complain continuously, and undermine any team efforts.
These strategies can be used to improve teamwork in the staff development

Thank you for a wonderful educational experience.
— 2007 Convention Participants

E. (General Staff Development) 10,000 Ideas: Pieces and Parts of
the Patient Satisfaction Puzzle
Shelia Goold, MBA, RN; Carol Goss, MSN, RN-BC
Jacqueline Phieler, BSN, RN

The presenters will focus on the pieces and parts of a Norton Healthcare unit’s
innovative initiatives that propelled its overall Press Ganey score from the first
percentile in Q1 2006 to the 97th percentile in Q2 2007. A customer service team
put the puzzle pieces together to reach this goal by focusing on the patient’s needs,
improving communication between the patient and healthcare team, and improving
interactions between unit staff.

F. (Research) Research at the Bedside: Practical Use of the Older
Patients in Acute Care Survey (US-OPACS)
Paula Graham, MS, RN, CNS

As the population ages worldwide, use of acute care services increases in this
population. Geriatric competency in acute care is a 21st century mandate, but a
gap exists in healthcare providers’ practice, knowledge, and attitudes; hence, staff
development specialists must become more sophisticated in assessing learning
needs. Based on a research study, the emerging need for targeted educational
programs for nurses, aspiring nurses, and other healthcare providers working
with the elderly can be effectively assessed.

Thank you for a wonderful educational experience.
— 2007 Convention Participants

Opening Session
Thursday, July 10 ................................. 6:00 p.m. – 7:30 p.m.
Laughing Your Way to Good Health
Susan Vass, BA

In this lively session the presenter will describe the mind-body connection and the
importance of attitude and laughter to health. Participants will learn how to find
humor in everyday life, how many times a day the average adult laughs, and the
physiological benefits of laughter.

Awards/Keynote Session
Friday, July 11 ...................................... 8:00 a.m. – 9:30 a.m.
The Power of Myth: How the Media-Fueled Undervaluation
of Nursing Fuels the Nursing Shortage, Wastes
Healthcare Resources, and Takes Lives
Sandy Summers, MPH, MSN, RN

The presenter will describe three major negative ways the media depict nurses
and how this adversely affects the public’s perception of nursing and identify
strategies to improve the public’s perception of the value of nursing.

Concurrent Session I
Friday, July 11 ...................................... 10:30 a.m. – 12:00 noon
A. (Advanced) Staff Development at its Best: Creating a Divine
Alliance Between Registered Nurses (RN) and Unlicensed
Assistive Personnel (UAP)

Mourine Evans, MS, RN; Brenda Millet, MSN, RN-BC

The presenters will focus on behaviors to help experienced staff
development specialists influence others and strategically position themselves within
their organization. Members of the NNUSD Board of Directors will be providing
content and case studies.

B. (Leadership) Becoming an Influential Leader in Nursing
Professional Development

Dora Bradley, PhD, RN-BC; Mary Harper, MSN, RN-BC; Carol Blauth,
MSN, BS, RN-BC; Barbara Brunst, MA, RN, RN-BC; Diana Shihart,
PhD, DMin, MSN, APRN-BC, CS; Nancy Konzelmann, MS, RN-BC

In this session, designed for current or aspiring leaders in nursing professional
development, the presenters will focus on behaviors to help experienced staff
development specialists influence others and strategically position themselves within
their organization. Members of the NNUSD Board of Directors will be providing
content and case studies.

C. (Leadership) Did You See How She Treated Me? The Role of
Disrespect, Rudeness, and Incivility in Team Conflict and Morale

Jan Luke, MBA, MHA, RN

The presenter will describe team-busting behaviors and their impact on team
conflict, morale, and patient outcomes. There will be discussion of the causes of
these behaviors and specific interventions and actions that individuals, teams, and
managers can take to prevent and reduce the conflict while increasing morale.

D. (Recruitment/Retention) Reversing a Complaint-Driven Culture:
Five Ideas for Moving From Complaints to Consideration

Mitzi Grey, MEd, RN-BC

The presenter will explore five ideas for addressing the “actively disengaged”
worker—meaning those who are not only unhappy at work but who also act out
their negative feelings, complain continuously, and undermine any team efforts.
These strategies can be used to improve teamwork in the staff development

E. (General Staff Development) 10,000 Ideas: Pieces and Parts of
the Patient Satisfaction Puzzle
Shelia Goold, MBA, RN; Carol Goss, MSN, RN-BC
Jacqueline Phieler, BSN, RN

The presenters will focus on the pieces and parts of a Norton Healthcare unit’s
innovative initiatives that propelled its overall Press Ganey score from the first
percentile in Q1 2006 to the 97th percentile in Q2 2007. A customer service team
put the puzzle pieces together to reach this goal by focusing on the patient’s needs,
improving communication between the patient and healthcare team, and improving
interactions between unit staff.

F. (Research) Research at the Bedside: Practical Use of the Older
Patients in Acute Care Survey (US-OPACS)
Paula Graham, MS, RN, CNS

As the population ages worldwide, use of acute care services increases in this
population. Geriatric competency in acute care is a 21st century mandate, but a
gap exists in healthcare providers’ practice, knowledge, and attitudes; hence, staff
development specialists must become more sophisticated in assessing learning
needs. Based on a research study, the emerging need for targeted educational
programs for nurses, aspiring nurses, and other healthcare providers working
with the elderly can be effectively assessed.

Thank you for a wonderful educational experience.
— 2007 Convention Participants

Concurrent Session II
Friday, July 11 ................................. 1:45 p.m. – 3:15 p.m.
A. (Advanced) Dollars & Sense: Marketing Concepts and
Strategies for the Staff Development Professional

Richard Ridge, PhD, MBA, RN, CNAA, BC

Staff development professionals face a variety of important marketing-related
decisions within their organizations as well as in external roles as consultants or
contract faculty. By integrating and applying concepts and strategies derived from
the 4 Ps Marketing mix framework, staff development professionals can increase
their individual and organizational effectiveness. The goal of this session is to
provide an overview of applied marketing concepts and strategies that will enhance
effectiveness in decision making related to planning, pricing, and promoting
programs, products, and services.

B. (Technology) Sharing Your Ideas With Others: The Perfect
Poster Presentation

Linda Misko, MSN, RN-BC

Poster presentations need to be professional and contain the necessary elements
to communicate the subject while using colorful media to keep a person's interest.
In this interactive session the presenter will demonstrate the use of PowerPoint to
create a professional poster presentation.

C. (Leadership) Designing Memorable Communication

Kari Schmidt, MS, RN-BC

Communicating effectively is a challenge when dealing with complex issues and
competing priorities. If you have ever said “Why can't they remember what I told
them?” then this is the session for you! Our message needs to be more than clear—
it needs to be powerful. It is essential that staff remember what has been
communicated and apply the information. Brain-compatible techniques for
enhancing recall and learning will be featured. This dynamic session will include
an abundance of ideas on designing memorable communication.

D. (Recruitment/Retention) In Pursuit of the Triple Crown:
Noticing Nurse Extern, Nourishing Nurse Scholars, and
Nurturing Nurse Fellows

Harriet Stephenson, MSN, RN; Elaine Wozny, MSN, RN

In this interactive presentation, the presenters will provide an in-depth overview
of how integrating the Nurse Extern, Nurse Scholar, and Nurse Fellowship Programs
improved recruitment, staff satisfaction, and overall staff retention. Retention data
of new nurse graduates at 12 months will be shared. In this session, the presenters
will explore the processes to integrate these programs, the challenges met, and
what you can do to make it happen in your organization. Evaluation of these
programs and the positive outcomes will be highlighted.
E. (General Staff Development) Say What?? Strategies for Giving Effective Feedback  
Bari Platter, MS, RN, CNS
Successful healthcare delivery depends upon clear communication among the members of the healthcare team. In many instances, nurses will either “sugar coat” the message or “steam roll” the recipient. Both circumstances arise from nurses’ uncertainty regarding how to communicate feedback effectively. The presenter will introduce two tools that nurses can use to give honest, clear, and directive feedback.

F. (Research) Navigating the IRB: 10,000 Ideas for Smoothing the Rough Waters for Bedside Clinical Researchers  
Patsy Malone, EdD, MSN, RN-BC, CEN, CNAA, BC
Many bedside clinicians have great research ideas yet are intimidated by the institutional review board (IRB) process. Join this session and gain the understanding of the why and how of the IRB as well as the skills to navigate the rough waters of the IRB.

Concurrent Session III

Friday, July 11 .............................................. 5:15 p.m. – 6:45 p.m.
A. (Advanced) Innovative Partnerships to Fund Staff Development in Practice Settings  
Diana Swihart, PhD, DMin, MSN, GS, APRN-BC, Scott Plantz, MD, FAAEM; Nicholas Lorenzo, MD, DABPN; Percell Milton, III
In this session, the presenter will present the development and implementation of a simulation curriculum into a well-established Nursing Fellowship Program (NFP) with over 20 years’ experience. In 2007, the NFP transitioned over 150 nurses. Participants will be given models/frameworks to consider for their simulation curriculum. This includes initial evidence of the simulation curriculum directly affecting patient care, as well as testimonials from its graduates.

B. (Technology) Taking the Shock Out of Reality: A Simulation Curriculum for a Nursing Fellowship Program  
Chris Keenan, MSN, RN, CCRN
In this session, we will look at staff development metrics—numbers, ratios, salaries, and other measurements associated with education and staff development. We will look at the current measurements and data being collected and what these data tell us. We will also look at gaps in the data. These metrics will help you understand where your organization stands and how your organization measures up to others.

C. (Leadership) Statistical Control Charts: Monitoring and Improving Education Department Resource Management Made Easy  
Lee Ann Hanna, PhD, RN, CPHQ
Educators should be good stewards of resources. Less than optimal utilization of human, financial, and material resources may negatively impact the department and the organization. Statistical control charts (SCCs) are simple, easy to create tools used to monitor performance and improve processes and outcomes. SCCs help organize data into information and set priorities for improvement. SCCs may also be used as effective presentation tools. Come join the participants in this session as they learn how to create and analyze simple SCCs and learn how one education department used SCCs to address the problem of no-call-no shows and inappropriate cancellations for their AHA BLS Healthcare Provider Renewal Classes.

D. (Recruitment/Retention) It’s Not About the Lake You’re Fishing in; It’s About the Fish in Your Lake: Why Nurses Choose to Stay  
Robyn Setter, MS, RN-BC; Marcie Walker, MSN, RN-BC
Approximately 53% of new graduates change jobs during the first year of work. Hiring and orienting new graduates costs time, effort, and money. One innovative program to address this issue is a national Nurse Residency Program (NRP) sponsored by University HealthSystem Consortium and American Association of Colleges of Nursing which the University of Kansas Hospital has enrolled nurse residents since 2003. The program is not without costs in resources, so evaluation of the program following completion is important. The purpose of this study is to examine the relationships between job satisfaction, reasons for staying, and satisfaction with the residency program on the job commitment and retention of nurses with a BSN who completed an NRP at the University of Kansas Hospital between 2003 and 2006.

E. (General Staff Development) Transforming Nursing Practice Through Genomics Education  
Elizabeth Pestka, MS, APRN-BC, APNG
Mayo Clinic in Rochester, MN, was awarded the Magnet Prize for 2005 acknowledging exemplary innovation for implementing a Nursing Genomics Program. Why is genomics so important for nurses? Genomics is a central science for all nursing practice because essentially all diseases and conditions have a genetic or genomic component and nurses need to be prepared to include genomics in their care. In this session, the presenter will describe the multiple strategies used to provide genomics competencies into nursing practice.

F. (Research) From a Single Idea: A Collaborative Evidence-Based Research Program  
Cynthia Balevre, MSN, RN-BC; Margaret Moses, BSN, RN-BC
A grassroots interest in nursing research within a non-academic, community hospital served as a catalyst for the creation of a collaborative nursing research program both within the organization and throughout the local professional and academic communities. Using existing research to drive further nursing inquiry, founding council members conducted an initial study to examine RN staff’s attitudes to evidence-based practice, including perceived competencies and barriers to integrating nursing research into practice. Study findings guided the development of an organizational research program that meets the specific needs of staff, based on the Synergy Model, which fosters partnerships with regional academic faculty and nursing colleagues to share nursing research ideas and resources. The committee’s contributions have been recognized throughout the organization and have now been designed as a formal council within the shared governance structure.

Overall, the convention was very good. I received valuable info that I can use in my position.  
— 2007 Convention Participants
C. (Leadership) Patient Safety Amidst an Avalanche of Change
Beth LaVelle, PhD, RN CEN; Skip Valusek, PhD, CPHQ
Are you faced with too many competing demands for staff development, some that you initiate and most that are initiated for you? Does this mountain of change sometimes raise staff concerns about patient safety in an avalanche of change? Learn how using a change calendar can help you forecast changes that affect caregivers; accurately assess the degree of impact of each change; purposely plan how to meet the educational needs related to those changes; and justify requests for increased preceptor and educator staffing.

D. (Recruitment/Retention) Fishing for Ideas: Developing an Orthopedic Core Education Curriculum for a Health System
Lorie Ann Meek, BS, RN, GCRN; Alene Love, MA, RN, ONC
Nancy Short, MSN, RN, ONC; Linda Maillard, BSN, RN, ONC
Lucille Sankey, BSN, RN; Dawne Lewis, BSN, RN
Creating education programs for specialty populations at a tertiary medical center can introduce challenging situations. Additional challenges and benefits are produced when creating a core education curriculum for facilities in a health system with varying needs. The presenters will discuss the development of a Health System Core Education Curriculum.

E. (General Staff Development) Demystifying Challenging Learners
Jo-Ann Robinson, MSN, RNC, BC, APRN, BC
Have you ever taught an education session or course and had a participant who made teaching a challenge? If so, this presentation will help you unlock the secrets behind creating a strategy to manage challenging situations effectively in the classroom. This session will demystify the characteristics of challenging participants and make your in-service, course, or program beneficial for all. The various types of challenging learners will be discussed along with evidence-based strategies on how to manage these situations effectively. Rationales for what makes challenging participants will be explored. Case examples will be used, and the audience will be actively involved in the session.

F. (Research) The Effect of an “Image of Nursing” Class on Newly Hired Registered Nurses’ Professional Behavior, Successful Completion of Orientation, and the Quality of Nursing Care Provided to Patients
Diane Peyser, MS, RN, ANP, CNA, BC; Donna Tanzi, MPS, RN-BC
Judith Moran-Peters, DNSc, RN-BC, CNA
The presenters will describe a nursing research study that examines the effect of an “Image of Nursing” class, presented to newly hired registered nurses on the first day of orientation on their professional behavior, successful completion of orientation, and the quality of nursing care provided to patients. The American Nurses Credentialing Center’s Force of Magnetism #12 “Image of Nursing” will serve as the conceptual framework of the study. Findings of this study will help staff development educators design orientation programs that empower newly hired registered nurses to demonstrate professional behaviors that facilitate learning, respect, excellent nursing care, and high quality patient care outcomes.

Concurrent Session V
Saturday, July 12 ................................. 1:15 p.m. – 2:45 p.m.
A. (Advanced) Evidence-Based Practice in Staff Development: Measuring the Impact of Staff Development
Adrienne Avillion, DEd, RN
The purpose of this presentation is to help staff development specialists improve the effectiveness of their products and services through the implementation of staff development ERP. Staff development specialist are often called upon to teach the concepts of clinical ERP and to act as facilitators of its implementation. But what about our own practice setting? We should use evidence to justify staff development initiatives, evaluate educational effectiveness, and investigate staff development delivery methods to identify best practice strategies.

B. (Leadership) Making Sense of the Legislative Process: Advocating for Nursing Issues
Mary Holtschneider, MPA, BSN, RN-BC, NREMT-P
All nurses are affected by both federal and individual state legislative activity. As educators, staff development nurses are in a unique role not only to be involved in advocacy but also to mentor others on how to become involved. Starting from the basics, the presenter will explore the legislative process, the roles of elected representatives and their staff and how to develop professional advocacy relationships with them, and legislative issues relevant to NSNDO and nurses in staff development.

C. (Recruitment/Retention) Navigating the Waters: Charting a Path for Preparing BSN Students for “Real World” Practice
Mendy Blair, MSN, RN-BC, CNA, BC
For the new graduate nurse, transitioning from the academic setting to the clinical practice environment can be both challenging and frightening. Staff development specialists have a responsibility to assist nursing faculty in identifying ways to better prepare the new nurse for the “real world.” The presenter will discuss the collaborative efforts of nursing academic faculty from one major university and clinical nurse educators from a local acute care facility in revising and updating undergraduate curricula to meet changing needs by focusing on behavioral competencies and emotional intelligence concepts.

D. (General Staff Development) Implementing and Sustaining Evidence-Based Nursing Practice Through a Hospital Research Council
Karen Gabel Speroni, PhD, RN
Nursing leadership can foster the infrastructure to develop and sustain a Research Council (RC) as a means to integrate evidence-based practice (EBP) nursing into the professional domain of nursing staff. In this session, a Magnet Hospital Nursing Research Director and RC Chair will discuss requirements for development of an RC, recommendations for phased steps of implementation, goals and activities of an RC, and conduct of nursing research. Also presented will be practical examples of ERP nursing research conducted with the objective of improving standard nursing procedure, patient outcomes, and care delivery.

E. (Research) Staff Development Best Practices: Are You Paddling, Rowing, or Sailing?
Dora Bradley, PhD, RN-BC
There is a tidal wave of new programming strategies and learning activities based on evolving knowledge, technology, learner expectations, and the need for rapid change. This session will provide a framework for evaluating staff development practices in terms of the educator’s knowledge and use of best practices. Steps to identify and determine best practices in staff development will be reviewed. In addition, there will be discussion regarding the determining the impact of best practices. A number of best practices and new innovations related to onboarding, clinical coaching, and specific learning activities will be discussed.

F. * Star Search Winner 2007* The Idea of Success: Addressing the Imposter Phenomenon in Nursing
Susan Bindon, MS, RN-BC
Many successful nurses carry along a “dirty little secret.” They struggle with “Imposter Phenomenon” (IP). Successes are attributed to luck or other outside factors; they feel like fakes and wait anxiously to be “discovered.” In this session the presenter will discuss IP and offers tips for recognizing and managing it. Relevant for all participants.

Concurrent Session VI
Saturday, July 12 ................................. 4:00 p.m. – 5:30 p.m.
A. (Advanced) Baby Boomers Will Need Nurses Someday: Addressing the Challenges in Today’s Work Force
Jillyne Frazier, MSN, RN
Do you have enough? Dwindling professional nursing resources in the work force today must compel us as staff development experts to find ways to stimulate a passion for lifelong learning in the nurses we support. Come hear about a program that defines competencies designed to embrace professional relationships, relevant critical thinking, and technical skill acquisition while supporting professional accountability for lifelong learning. Sample tools and competencies will be shared.

B. (Technology) Infusion of Simulation Into the Educational Curriculum for Staff—Two Years of Progress
Connie Wilken, MSN, RN-BC
The presenter will describe a large academic teaching institution’s progress in implementing a simulation program for staff education. Included will be a
description of the center’s design, examples of how simulation is implemented into staff education curriculum, and tools and procedures developed to facilitate the program. Challenges and successes experienced will also be presented.

C. (Leadership) The Leadership Imperative at the Point of Care: Developing High Performers for Now and for Later
Theodora Levine, MED, RN-BC; Lynda Olender, MS, RN
In this session, the presenters will review the current state of the National Nursing Workforce as related to the critical needs for (1) leadership development of nurse managers for recruiting and retaining staff and (2) succession planning for the future. Two best practices in leadership development specifically designed to address these critical needs will be presented: the Nurse Manager Leadership Institute (NMLI) and the Care Team Manager Internship (CTMI).

D. (Recruitment/Retention) Clinical Coaches Training Camp
Pamela DeClaire McCabe, EdD, MSN, RN-BC
Clinical Coaches Training Camp (CCTC) is designed to address the role and development of clinical coaches (Preceptors). The paradigm shift from “show one, do one, teach one” to actual clinical coaching and enhancement of critical thinking in the new hire will also be discussed.

E. (General Staff Development) Bright Ideas Using Blended Learning to Teach Central Venous Catheter Care
Barb Hensley, MSN, CPNP, RN-BC; Susan Schilling, BSN, RN
Do you struggle with finding just the right approach to teach a complex skill such as central venous catheter care? Blended learning might be just the bright idea you need to meet individual learning styles, provide flexible training, and use inexpensive models for hands-on teaching by unit trainers. In this interactive session, the presenters will describe how a blended learning program was used to educate nurses on central venous catheter care practices to reduce catheter-associated blood stream infections (CA-BSIs).

F. (Research) Evidence-Based Staff Development Practice: Measuring the Impact of an Externship Program
Susan MacArthur, EdD, RN-BC, MSN, FNP
The presenter will describe the findings of a 12-month research study that addressed the impact of a student nurse externship program on the length of orientation, retention, skill acquisition, and professional autonomy of graduate nurses. Two groups of graduate nurses were compared. Participant self-rating, preceptor evaluation, and nurse manager evaluation were correlated. Measurements were conducted at the beginning, six months, and twelve months of employment. The economic and training impact of the effects of the extern program will be presented. Recommendations and significance of the findings will be presented for the staff development department.

Concurrent Session VII

Sunday, July 13 ........................................ 8:00 a.m. – 9:30 a.m.
A. (Advanced) Facing Too Many Requests to “Educate” Staff? Using Effective Consultation Skills as an Intervention
Debbie Buchwach, BSN, RN-BC
Not every request for education should end in an education offering. Implementing education when it is not the appropriate intervention may undermine the credibility of the educator and the staff development department. Consultation at the point of entry for education requests is critical. The presenter will review key consultant skills, five steps of the consultation process, and theories related to the education consultation process.

B. (Technology) How to Train 100,000 Instructors in Six Hours!
William Lee, PhD
The American Heart Association had to determine how to train a 100,000 member new instructor corps each year and update the skills of 280,000 existing instructors. Existing instructor training was very inconsistent and only as good as the instructor who was conducting the training. AHA needed a way to deliver a consistent message. Their answer was an online “Core Instructor Course” based on the competencies established by the International Board of Standards of Training, Performance, and Instruction (IBSTPI). Attendees in this session will view a portion of the online course and participate as typical users in order to get a feel for the content and methodology of course design and delivery.

C. (Leadership) Being the Best . . . Where an Organization’s Leaders Walk Their Talk and Organizational Performance Soars!
Phyllis Miller, MS, RN, SANE-A, FHCE
Would you like this reality for your organization? It can happen! Attend this session and learn about a model that can help you get staff and leadership on the same page and working toward the same goal—better care for the patients you serve! The presenter will give you ideas about transforming your organization’s values into actions and ideas for changing the conversation you have about performance.

D. (Recruitment/Retention) Tadpoles at Teaching: A Planned Metamorphosis Growing Educators From the Bedside
Kelly Hewins, BSN, RN, CEN; Laura Lillich, MSN, RN, CRN
Do you have more educational needs than you can meet? Are educators stretched too thin? Learn how a large academic medical center met its expanding need for instructors by ‘growing their own’ educators. The goal of the Education Internship Program was to assist expert clinicians to develop formal teaching skills, while staying at the bedside. An informal mentoring process for those who had an interest in learning teaching skills was transitioned into a formalized staff nurse Education Internship Program. The criteria for the program, selection process, ongoing development, and program outcomes will be presented.

E. (General Staff Development) Land of 10,000 Patients: Having New Hires Learn by Developing Patient Population Profiles
Theresa Kaplan, MSN, RN; Sharon Gunn, MA, BSN, RN, CRN
The presenters will describe a learning strategy to assist new hires in developing a holistic view of a unit’s primary patient population, link clinical practice to patient outcomes, and develop the nursing skills necessary to provide safe, competent patient care.

F. (Research) Achieving Our Best: An Education and Service Collaboration to Advance Evidenced-Based Practice
Joan Warren, PhD, RN-BC; Kathryn Lothschuetz Montgomery, PhD, RN
Integrating evidence-based nursing practice (EBNP) into daily work flow processes and practice requires a cultural transformation. The mere introduction of a framework supported by education and training is not enough. The presenters will describe outcomes from a two-phase research project designed to move an organization from traditional methods of inquiry to evidence-based.

Closing Brunch
Sunday, July 13 ........................................ 9:45 a.m. – 12:15 p.m.
Nursing Is the Answer
Joanne Disch, PhD, RN, FAAN

Military SIG Educational Workshop
Monday, July 14 ...................................... 7:30 a.m. – 5:00 p.m.
Tuesday, July 15 ...................................... 7:30 a.m. – 5:00 p.m.

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 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.
NNSDO Community Service Project

NNSDO will be participating in a community service project at this year’s convention. We are collecting donations (e.g., hygiene items, diapers, Target/Wal-Mart gift cards) for the Face to Face organization in the Minneapolis area. Face to Face now serves more than 2,500 homeless and underserved youth and young adults ages 11 to 23 annually who live at or near the federal poverty level and face numerous obstacles to their healthy development. There will be a collection box for donations in the NNSDO registration area at the national convention. For more information about this organization go to www.face2face.org
Hilton Minneapolis
1001 Marquette Avenue, Minneapolis, MN 55403
612–376–1000 or 1–888–933–5363 toll free

Make your plans now to attend the NNSDO Convention at the Hilton Minneapolis, July 10–13, 2008. The Hilton Minneapolis is holding rooms for NNSDO at a nominal rate of $150.00 single/$160.00 double occupancy until June 9, 2008, or until the room block is filled.

Located in the heart of downtown Minneapolis, the exquisite Hilton Minneapolis is perfect for guests traveling for business or for pleasure. An elegant Victorian brick building rising 25 stories above one of America’s top cities, the hotel offers a range of in-house amenities and is ideally situated to access the city’s top attractions.

The spacious, newly renovated hotel guest rooms and suites feature all the conveniences of a first-rate hotel. Guests will enjoy the signature Serenity Beds, accented by warm-shaded designs and beautifully hand-carved oak. All of the hotel rooms and suites have expansive views of the city. For a truly exquisite hotel experience, be a guest at the Hilton Minneapolis.

Make your reservations today to avoid the possibility of a filled room block! Call Reservations at 1–888–933–5363 or 612–376–1000 or online at www.minneapolis.hilton.com. Be sure to tell the reservations personnel that you are with the NNSDO Convention in order to receive this special rate. Rooms at this special rate are available until June 9, 2008, or until the room block is filled. Once this date is passed or the room block filled, the special NNSDO rates cannot be guaranteed.

The City
Theater, dining, shopping, outdoor recreation, museums—there’s never a shortage of things to do in Minneapolis. A Midwestern city already known for its gorgeous city layout and its fine arts community, Minneapolis is experiencing a cutting-edge design boom. The blockbuster new Guthrie Theater (now located in the Mill District along the Mississippi River) is a sight to behold—a sleek, dark-blue steel building designed by the architect Jean Nouvel. The Walker Art Center has been expanded and also in the works is an addition to the Frank Gehry-designed Weisman Art Museum at the University of Minnesota. No visit to Minneapolis is complete without a visit to the Mall of America—the nation’s largest mall. You can easily spend several days enjoying the rich variety of stores, restaurants and attractions at Mall of America. The Mall is located in Bloomington about 15 minutes from Minneapolis. Light Rail Transit service now provides convenient and inexpensive train service between Mall of America and downtown Minneapolis.

Travel
Association Travel Concepts (ATC) has been selected as the official travel agency for the 2008 NNSDO Annual Convention in Minneapolis, MN.

By using ATC, you will receive up to 15% off 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 fair on any airline. These discounts apply for travel July 7–16, 2008.

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 or fax 858–362–3153.

Kudos to convention Planning Committee!
Best business meeting yet. Convention great—informed speakers and engaged participants.
—2007 Convention Participants

Airport
Minneapolis-St. Paul International Airport (MSP) is conveniently located within 30 minutes of both downtown Minneapolis and downtown St. Paul. With over 175 destinations offered by carriers such as Minnesota-based Champion, Sun Country, and Northwest Airlines, MSP is the airport of choice for the region’s travelers.

Ground Transportation
The Tram Level information booth is staffed seven days a week from 7:00 a.m.–11:30 p.m. Staff provide information, directions, and other assistance to travelers. Travelers wishing to take a taxi or van can gain access to those services through Lindbergh Terminal’s Ground Transportation Atrium or the Humphrey Terminal’s Ground Transport Center. Metro Transit bus service to the Twin Cities metropolitan area and Jefferson Lines scheduled bus service are both accessible at the Lindbergh Terminal’s Transit Center. You can reach the Transit Center from the Red and Blue parking ramps or by taking the Hub Tram from the Lindbergh Terminal’s Tram Level.

Taxi Services. Taxis are available at the Lindbergh and Humphrey Terminals. Taxi service at the Lindbergh Terminal is accessible via the Tram Level. Signs direct passengers one level up to the cab starter booth where airport staff will assist passengers obtaining a taxi. At the Humphrey Terminal, taxi service is available at the Humphrey Ground Transportation Center, which is located in the Humphrey Parking ramp on Level 1. Downtown Minneapolis is approximately 16 miles from the airport, with fares averaging $32.00–$38.00. All cab fares are metered at a rate of $1.90 per mile and include a $2.75 trip fee that is added to the final metered fare.

On-Airport Car Rental. Rental car companies have phones and touch screen information kiosks in the baggage claim area at both the Lindbergh and Humphrey Terminals. The rental car counters at the Lindbergh Terminal are located in the Hub building located between the Blue and Red parking ramps on Levels 1, 2, and 3. Passengers can take the underground tram between the Lindbergh Terminal and the Hub building. At the Humphrey Terminal, on-airport rental car counters are located in the Ground Transport Center on the ground level of the parking ramp directly across from the terminal building. All on-airport rental car companies have counters at both terminals.

City Buses. At the Minneapolis-St. Paul International Airport, city bus service is provided by Metro Transit. Bus pick up and drop off is located at the Transit Center, on Level 1 of the Blue and Red parking ramps. From the Lindbergh Terminal, passengers can access the Transit Center via the free tram on the Tram Level or via the Skyway Connector between concourses C and G. Passengers arriving at the Humphrey Terminal must take light rail transit to the Lindbergh Terminal to access city buses. There is no charge for rail service between MSP’s terminals.

Shared Ride Services. Shared ride service to and from the airport is available from SuperShuttle. Ticket counters are located in the Ground Transportation Atrium, accessible via the Tram Level. Follow the signs to the appropriate escalator or elevator up. Advance reservations are highly recommended. Shuttles drop off travelers near the Green and Gold parking ramps across from the Lindbergh Terminal. From there, take an escalator or elevator down to the terminal’s Tram Level or up to a skyway to Ticketing. General Reservations: 612–827–7777 (ext. 1) or 1–800–BLUEVAN e-mail: mspsales@supershuttle.net website: www.supershuttle.com
Please read this information carefully before completing the fee section of this form.

**Registration**

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

Registrations postmarked or faxed on or before June 6, 2008, will be considered early registrations.

Registrations postmarked or faxed after June 6, 2008, will be considered regular registrations.

Registrations postmarked or faxed after June 20, 2008, will be considered onsite registrations. Onsite registrations are welcome, but please be prepared to take a little longer at the registration desk when you arrive.

Following receipt of registration form and payment you will receive a confirmation letter in about two weeks. No confirmation letters will be sent after June 20, 2008.

**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 and Transfers**

Cancellations or transfers must be requested in writing and postmarked or faxed by June 20, 2008. 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. A $25 administrative fee will be charged to change workshops onsite.

**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. No other discounts will apply.

**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 10.
- Smoking
- Non-Smoking

**Arrival Date**

**Departure Date**
There will be a $25 administrative fee to change workshops onsite. Once the room has met its capacity, the session will be closed. 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. 

Food Events — All food events listed in the brochure are included in your registration; however, you must RSVP so that adequate food can be ordered for the number of participants attending these events. Please check all events you plan to attend:

- Grand Opening of Exhibits Reception (Thurs.)
- Lunch With Exhibitors (Fri.)
- Breakfast (Sat.)
- Lunch With Exhibitors (Sat.)
- Poster Reception (Sat.)
- Closing Brunch (Sun.)

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

Fee Section

A. Preconvention Workshops

<table>
<thead>
<tr>
<th>NNSDO Member</th>
<th>Non-Member*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$79.00</td>
<td>$129.00</td>
</tr>
</tbody>
</table>

There will be a $25 administrative fee to change workshops onsite.

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

B. Full Convention Registration—Early

| NNSDO Member (before June 6) | $445.00 |
| Non-Member* (before June 6)   | $545.00 |

Subtotal B: $_______

C. Full Convention Registration—Regular

| NNSDO Member (after June 6) | $495.00 |
| Non-Member* (after June 6)   | $595.00 |

Subtotal C: $_______

D. Full Convention Registration—Onsite

| NNSDO Member (after June 20) | $650.00 |
| Non-Member* (after June 20)   | $750.00 |

Subtotal D: $_______

2-Day Certification Preparation Course

- NNSDO Member ............................................ $250.00
- Non-Member* .......................................... $299.00

Subtotal A: $_______

E. Single Day Registration

(Thursday includes opening session and reception only; does NOT include workshops!)

- Thursday only .......... $150.00
- Friday only ............ $200.00
- Saturday only ....... $200.00
- Sunday only .......... $200.00

Subtotal: $_______

F. Spouse or Guest Registration

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

Name(s) ____________________________

Subtotal F: $_______

G. Membership

- Regular Member ............................................. $95.00
- Retired Member ............................................. $80.00

Subtotal G: $_______

* Non-members may register at the member price by including membership dues with their registration fee.

H. Optional Special Event

- Fun Run/Walk for Research .................................. $10.00

Subtotal H: $_______

Total Enclosed: $_______

Calculate Your Total Fees

Add subtotals from previous sections:

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

For credit card use —

- Credit Card # ____________________________
- Expiration Date: Month ______ Year ______
- CVV# ______

Name on Card ____________________________

Billing Address ____________________________

City__________________________ State ______ Zip ______

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

Check will be converted into an electronic transaction. Returned checks will incur a $50 processing fee.

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!
Networking opportunities with nursing staff development educators in a variety of healthcare settings and geographic areas.

Participation on committees and task forces on issues of concern to nursing staff development educators.

Affiliation of local groups of nursing staff development educators with the national organization.

Discounted attendance at NNSDO's annual convention.

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.
Nationally Known Speakers!

- Susan Vass, BA
- Sandy Summers, MPH, MSN, RN
- Joanne Disch, PhD, RN, FAAN

16 Preconvention Workshops
July 9–10, 2008

42 Concurrent Sessions

NNSDO 2008 in Minneapolis!