

CONFERENCE PLANNING COMMITTEE

Ellen Derry, MA, RN, CPN; Lynn Goodloe, MS, RN, CNRN; Jorelynn Intal, MS, RN, NE-BC; Walter Lewanowicz, MN, BSc, RN; Mary Nugent, MPH, RN; Roberta Seay, MEd, RN, BC; Lisa Shaver, MS, RNC; Sarah Shelton, BSN, RN, CN-IV; Denise Thornby, MS, RN, NEA-BC; Cathy Wilson, MEd, RN, BC.

WHO SHOULD CONSIDER ATTENDING?

This conference is for nurses in formal and informal leadership and management roles across all areas of nursing practice – direct care, education, research, administration, public and community health, and policy development. It is also for others who work with nurses and have an interest in the ways leadership impacts nursing.

CONFERENCE NOTES

CONTINUING EDUCATION

Up to **7.0** CE Contact Hours for the Conference. **3.0** CE Contact Hours are also offered for the Pre-Conference Session. The VCU Health System's Department of Education and Professional Development and the VCU School of Nursing are approved as providers of continuing education in nursing by the Virginia Nurses Association, accredited as an approver of continuing education by the American Nurses' Credentialing Center's Commission on Accreditation.



CALL FOR POSTER ABSTRACTS

The Nursing Leadership Conference planning committee is pleased to issue a call for poster abstracts for the 2010 Leading the Way Conference. This is a great opportunity for individual nurses or groups of nurses to present their work that demonstrates leadership in healthcare environments. Poster abstract applications may be obtained by contacting Walter Lewanowicz, MN, RN at wlewanowicz@mcvh-vcu.edu.

ACCOMMODATIONS

To arrive rested for this Conference, consider staying overnight at the Hilton Richmond Hotel & Spa. Attendees at this Conference (& Pre-conference) will have the opportunity to receive the reduced government rate of **\$92** per night. In order to receive this special rate, please contact the hotel directly at **(804) 364-3600**. Inform the reservations department that you are attending the VCU Leadership Conference.



REGISTRATION NOTES

Fees: Includes plenary and concurrent sessions, program materials, CE Contact Hours credit, continental breakfast, break refreshments, and lunch. **NOTE:** Minimum and maximum numbers for attendance at this conference have been established, and we reserve the right to substitute speakers/topics, or cancel if necessary.

Cancellation Policy: Full refund minus \$15 processing fee given for **WRITTEN CANCELLATIONS** postmarked by **May 24, 2010**. *No refunds will be given for cancellations postmarked after this date.* Due to the popularity of in this conference, we urge you to register early. Registration will be accepted on a first come, first served basis.

AMERICANS WITH DISABILITIES ACT

The VCU Health System is an equal opportunity/affirmative action institution, and does not discriminate on the basis of race, gender, age, religion, ethnic origin or disability. If special accommodation is needed, please contact us at (804) 828-0418. Every attempt will be made to facilitate your participation in this conference.

QUESTIONS?



Email: CEforNursing@mcvh-vcu.edu, **Fax:** (804) 828-6479, or **Phone:** (804) 828-0418.

Mail registration form and payment to:



Nursing Leadership Conference, VCU Health System, Education & Professional Development Box 980073, Richmond, VA 23298-0073.

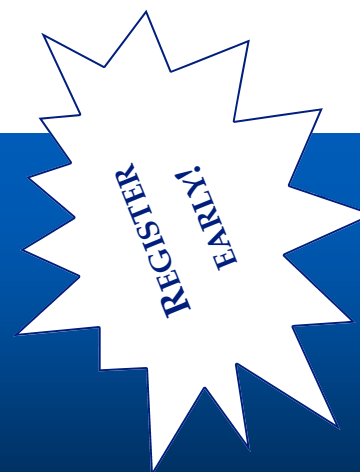
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US POSTAGE PAID
RICHMOND, VA
PERMIT # 869

VCU Health System
virginia commonwealth university
MCV Hospitals and Physicians

Education & Professional Development
Dept.
Box 980073
Richmond, Virginia 23298-0073

DATED MATERIAL

PLEASE POST OR PASS ALONG
TO INTERESTED INDIVIDUALS



Mid-Atlantic Nursing Leadership Conference June 2, 2010
& Pre-Conference Session June 1, 2010

Leading the Way

7th Annual Mid-Atlantic Nursing Leadership Conference

June 2, 2010

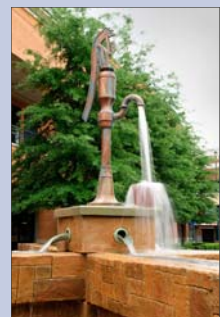
Pre-Conference Session
Essentials For Managers
June 1, 2010, 1—5 pm

Hilton Richmond
Hotel & Spa
12042 West Broad Street
Richmond, Virginia 23233



PRE-CONFERENCE SESSION: ESSENTIALS FOR MANAGERS

JUNE 1, 2010 - 1 PM TO 5 PM



Don't miss the "warm up" **Pre-Conference Session "Essentials for Managers"** on June 1, 2010. This pre-conference offers practical "must have" information for successful leadership!

Topics will include: **Building Commitment-Walk the Talk; Keeping Things Safe In Conversations;** and **Managing Stress Amidst Chaos.** Check-in begins at 12:30 pm, the Pre-Conference Session program starts at 1 pm and concludes at 5 pm.

Afterwards, plan to have dinner and shop at the nearby Short Pump Towne Center with a variety of wonderful stores and restaurants! Also, consider spending the night at the new, beautiful Hilton Richmond Hotel and Spa and arrive refreshed for the 7th Annual Mid-Atlantic Nursing Leadership Conference on June 2!

CONFERENCE GUEST FACULTY



Dr. Peter Buerhaus, PhD, RN, FAAN, is both a nurse and a healthcare economist, and is well known for his studies and publications focused on the nursing workforce in the United States. He is the Valere Potter Professor of Nursing and Director of the Center for Interdisciplinary Health Workforce Studies, the Institute for Medicine and Public Health, at Vanderbilt University Medical Center. Prior to becoming the Center director in January 2007, Dr. Buerhaus served as the Senior Associate Dean for Research at Vanderbilt University School of Nursing from 2000 to 2006. Before coming to Vanderbilt University,

Dr. Buerhaus was assistant professor of health policy and management at Harvard School of Public Health (1992-2000) where he developed the Harvard Nursing Research Institute and its post-doctoral program in nursing health services research. He is the lead author of the award winning 2008 book, The Future of the Nursing Workforce: Data, Trends, and Implications.



Sheldon M. Retchin, MD, MSPH, is Chief Executive Officer of the VCU Health System and Vice President for Health Sciences of Virginia Commonwealth University. Dr. Retchin is a practicing, board certified Internist, with added qualifications in Geriatric Medicine. He is considered a national expert in health policy and health care delivery. He has published more than 80 articles, monographs, books and book chapters on the costs, quality, and outcomes of health care, as well as in clinical Geriatrics. He has also published on diverse issues such as the health professional workforce, risk adjustment payment methodologies

and medical savings accounts. At present, he is a co-investigator for Medicare's pay-for-performance demonstration program with physicians. Dr. Retchin has testified before Congress on the role of teaching hospitals in health services delivery for vulnerable populations.

VCU HEALTH SYSTEM CONFERENCE FACULTY

- Christi Adams, MSN, RN, CNS, CCRN, Nurse Clinician, Surgery-Trauma ICU
- Marian Altman, MS, RN, ANP, CCRN, Nurse Clinician, Digestive Health Unit
- Penny Amos, MSN, RN, CNRN, Nurse Clinician, Neuroscience Unit
- Kym Gee, MM, BSN, RN, Nurse Manager, Mother & Infant Unit
- Shirley Gibson, MSHA, RN, Interim Vice President Nursing Services; President, VNA
- Lynn Goodloe, MS, RN, CNRN, Nurse Manager, Neuroscience Unit
- D. Patricia Gray, PhD, RN, Chair, Adult Health and Nursing Systems, VCU School of Nursing
- Anne Hawkins, MS, RN, NE-BC, Director, Psychiatry Nursing
- Lu Kratsch, BSN, RN, Nurse Educator, Education & Professional Development
- Philip Meekins, RN, Interim Nurse Manager, General Psychiatry Unit
- Nancy New, RN, MS, MBA, CENP, Director, Surgical and Rehabilitation Nursing
- Roberta Seay, MEd, RN, BC, Nurse Manager, Gumenick Suites
- Deborah Zimmermann, DNP, RN, NEA-BC, Chief Nursing Officer

CONFERENCE AGENDA - JUNE 2, 2010 - 8 AM TO 5 PM

8:00 am - 8:15 am	Welcome	Deborah Zimmermann, DNP, RN, NEA-BC Chief Nursing Officer, VCU Health System
8:15 am - 9:15 am	Impact of Healthcare Policy Changes & The Future	Sheldon Retchin, MD, MSPH
9:15 am - 9:30 am	Break/Exhibitors	
9:30 am - 10:30 am	The Great Recession And Beyond: Near And Intermediate-Term Challenges Facing The Nursing Profession And What To Do About Them	Peter Buerhaus, PhD, RN, FAAN
10:30 am - 10:45 am	Break/Exhibitors	
10:45 am - 11:45 pm	Panel Discussion-What Does This Mean to Managers?	Deborah Zimmermann, DNP, RN, NEA-BC Shirley Gibson, MSHA, RN Peter Buerhaus, PhD, RN, FAAN
11:45 am - 1:15 pm	Lunch/Exhibitors/Poster Exhibit	
1:15 pm - 2:15 pm	BREAK OUT SESSION A	
	1. Strategically Enhancing Outcomes for Nurses And Their Patients	<i>This session will review the impact of collaborative strategic planning, and shared governance on creating optimal outcomes for patients and an empowering professional practice environment for nurses.</i> Anne Hawkins, MS, RN, NE-BC
	2. Only Babies Like Change!	<i>This presentation will look at how staff from a mother/infant unit addressed patient satisfaction issues and their model of care delivery. Creating effective change using evidence-based strategies that empowered staff and led to dramatically improved patient and RN satisfaction scores will be shared.</i> Kym Gee, MM, BSN, RN
2:15 pm - 2:30 pm	Break	
2:30 pm - 3:30 pm	BREAK OUT SESSION B	
	3. Good To Great: Moving From A Good Unit To A Great Unit	<i>This presentation will look at the leadership principles identified in the book "Good to Great" by Jim Collins. The presenter will address the characteristics of "great" companies and how these can be adapted to the leadership of nursing units and/or departments.</i> Philip Meekins, RN
	4. Developing And Empowering Staff With Evidence-Based Practice	<i>This presentation will address the nurse leader's role in empowering staff and facilitating evidence-based practice. Practical strategies will be shared that have positively influenced a unit culture.</i> Christi Adams, MSN, RN, CNS, CCRN
3:30 pm - 3:45 pm	Break	
3:45 pm - 4:45 pm	BREAK OUT SESSION C	
	5. On Becoming An Empowering Nurse Leader	<i>Empowering behaviors and building an empowering leadership climate takes conscious effort. This presentation will guide the participant in the identification and development of leadership practices using advice from empowering nursing leaders from the state of Virginia.</i> Nancy New, RN, MS, MBA, CENP
	6. Let's All Get Certified: Best Practices For Creating A Culture Of Certification	<i>This session will describe innovative strategies that have moved organizations and individuals to excellence through nurse certification and creating a culture of certification. Successful strategies for increasing the number of certified nurses will be shared.</i> Marian Altman, MS, RN, ANP, CCRN
4:45 pm - 5 pm	Closing remarks and Evaluations	

2010 NURSING LEADERSHIP CONFERENCE REGISTRATION

Name _____

Address _____

City, State, Zip Code _____

Employer/Your Position _____

Email Address _____ Home/Cell Phone _____

BREAKOUT SESSIONS		
Please indicate your preferences by checking one box per session.		
1:15 pm Session A	2:30 pm Session B	3:45 pm Session C
<input type="checkbox"/> (1) Strategically Enhancing Outcomes	<input type="checkbox"/> (3) Good To Great	<input type="checkbox"/> (5) On Becoming An Empowering Nurse Leader
<input type="checkbox"/> (2) Only Babies Like Change	<input type="checkbox"/> (4) Developing and Empowering Staff With EBP	<input type="checkbox"/> (6) Let's All Get Certified

3 OPTIONS FOR PAYMENT OF FEES:

1. Personal Check Payable to: Education & Professional Development



OR 2. Visa MC AMEX Card No. _____ Exp. Date _____

Signature: _____

OR 3. Send a copy of purchase order form PO # _____

IF YOUR UNIT/EMPLOYER IS PAYING FOR YOU, SECURE YOUR SPACE AT THE CONFERENCE BY SENDING A COPY OF YOUR COMPLETED REGISTRATION FORM TODAY!

REGISTRATION DEADLINE: POSTMARKED BY MAY 24, 2010

	BY MAY 1	AFTER MAY 1
PRE-CONFERENCE (JUNE 1, 2010)		
VCUHS Staff	\$ 40.00 <input type="checkbox"/>	\$ 45.00 <input type="checkbox"/>
Non-VCUHS participants	\$ 45.00 <input type="checkbox"/>	\$ 50.00 <input type="checkbox"/>
MAIN CONFERENCE (JUNE 2, 2010)		
VCUHS Staff	\$ 90.00 <input type="checkbox"/>	\$100.00 <input type="checkbox"/>
Non-VCUHS participants	\$110.00 <input type="checkbox"/>	\$120.00 <input type="checkbox"/>
Full-time Healthcare Students	\$ 60.00 <input type="checkbox"/>	\$ 60.00 <input type="checkbox"/>
(applications for limited student scholarships available & due by May 17)		
Poster Presenters	\$ 60.00 <input type="checkbox"/>	\$ 60.00 <input type="checkbox"/>
SAVE BY ATTENDING BOTH DAYS (JUNE 1 & 2)		
VCUHS Staff	\$110.00 <input type="checkbox"/>	\$125.00 <input type="checkbox"/>
Non-VCUHS participants	\$135.00 <input type="checkbox"/>	\$150.00 <input type="checkbox"/>

TOTAL: