

# Nebraska Nurse

Sent to all Nebraska Nurses courtesy of the Nebraska Nurses Association

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September, October, November 2009



**Nurses: Building  
a Healthy  
America**  
Pages 8-9



**Nursing That Works**  
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**Wilson Endowed  
Chair of Nursing**  
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## 2009 NNA Convention Slated for October 7-9 in Kearney

NNA's annual convention has always provided Nebraska's nurses and nursing students from across the state an opportunity to remove themselves from the classroom and workplace, and gather to celebrate accomplishments, reminisce, network, share and leave feeling rejuvenated and emotionally prepared to hit the books or face the patients when they get home.

Convention serves another important purpose. Every year NNA offers numerous educational opportunities for attendees. This year 7.9 contact hours will be available for nurses, while students gain insight into different aspects of their future profession and valuable advice from seasoned nurse professionals. **The theme of the 2009 Convention is "Nurses: Building A Healthy America."** (See Center spread for schedule of events and registration form.)

## Call for Names for Nightingale Tribute Reading

Nursing is a calling, a way of life. Nursing is a service profession that cannot be lived in isolation. Nurses rely on each other for the synergistic effect of teamwork in our efforts to care giving. It is appropriate that we honor our colleagues not only during their career, but also at the end of life's journey. The *Nightingale Tribute* is a way of honoring our colleagues at the end of life's journey. The *Tribute* was developed and piloted by the Kansas State Nurses Association. At the 2005 Annual Convention, NNA adopted the *Nightingale Tribute* to be given during a Nebraskan registered nurse's funeral by a nurse

colleague or friend to honor his/her years of service to the profession.

The honor begins with a short synopsis of the nurse's career. A creative reading exemplifying nursing follows the synopsis. A white rose is placed with the nurse after the reading, with the statement: "(Name), we honor you this day and give you a white rose to symbolize our honor and appreciation for being our nursing colleague."

*Call for Names continued on page 2*

## NNA Scholarship Available for 2009-2010

For several years, the Arthur L. Davis Publishing Agency has worked with the Nebraska Nurses Association on the production and distribution of our quarterly newsletter, the *Nebraska Nurse*, and the annual *NNA Book of Reports*. They demonstrate their commitment to the nursing profession in Nebraska by providing annual funding for a scholarship sponsored by the "Arthur L. Davis Publishing Agency."

### Application for Scholarship

The Nebraska Nurses Association will grant two (2) \$500 scholarships to student nurse applicants that meet the following criteria:

1. A resident of Nebraska.
2. Enrollment in an accredited nursing program in Nebraska.
3. A 3.0 GPA (transcripts required).
4. Completion of more than half of the nursing degree courses required by the degree granting institution.
5. Two letters of recommendation (at least one from a faculty member).

*NNA Scholarship continued on page 2*

## Nebraska Nursing Hall of Fame Established

NNA has established the Nebraska Nursing Hall of Fame to honor those nurses who through their work, scholarship and accomplishments have brought honor and fame to the profession of nursing and the State of Nebraska. Such a Hall of Fame serves as a memorial to the legacy of those nurses on whose shoulders we stand. This award recognizes outstanding nursing leaders who have demonstrated excellence through sustained, lifelong contributions to the field of nursing and its impact on the health and/or social history of Nebraska. Patterned after the American Nurses Association Hall of Fame, NNA's Nebraska Nursing Hall of Fame will be a permanent and lasting tribute to nurses whose dedication and achievements have enduring value beyond their lifetime.

### CRITERIA:

1. The nominee must have demonstrated leadership that affected the health and/or social history of Nebraska and/or United States through sustained, lifelong contributions in or to nursing practice, education, administration, research, economics, or literature.

*Hall of Fame Established continued on page 2*

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## Contacting the NNA Office

The NNA office and personnel stand ready to meet your needs! Please contact our office at anytime, Monday through Friday, at our established phone number of (402) 475-3859. **Our fax number is new, however, and is (402) 328-2639.** You may continue to email the Executive Director, Annette Belitz Harmon at [Executive@NebraskaNurses.org](mailto:Executive@NebraskaNurses.org), or Administrative Assistant, Pam Anderson, at [Admin@NebraskaNurses.org](mailto:Admin@NebraskaNurses.org). Our website address remains the same at [www.NebraskaNurses.org](http://www.NebraskaNurses.org). We encourage you to visit the site and take advantage of all the information it holds.

Call for Names continued from page 1

The *Nightingale Tribute* has already been used multiple times since its adoption and has been well received by ministers, family, friends and fellow nurses. Either the family has requested the *Tribute* or nurses have stepped forward to the family of the deceased, offering the *Tribute*.

In order to honor all registered nurses who have passed away since October 2008, we are asking your assistance in compiling their names. Please email the information to Annette Belitz Harmon, NNA Executive Director, at [Executive@NebraskaNurses.org](mailto:Executive@NebraskaNurses.org) or fax it to (402) 328-2639. Thank you for helping us celebrate the lives of our fallen colleagues.

## Annual Silent Auction to Feature Historical Items

Each year NNA's Budget & Finance Committee conducts a silent auction in conjunction with convention for the purpose of raising non-dues revenue for the association. This year's auction will take place during convention on Thursday, October 8, 2009, and the lucky bid winners will be announced just prior to the Awards and Foundation Recognition Banquet. Some wonderful historical items (including some NNA memorabilia) have already been donated to the auction, and each NNA District will also be contributing a basket. Any individual is welcome to donate an item, as well as bid during the auction. Be sure to let the NNA office know what you are bringing to convention; or if you aren't able to attend convention but would still like to contribute, let the NNA office know prior to October 6. All items—big or small—are appreciated.

Hall of Fame Established continued from page 1

2. The nominee must have been prepared in a formal registered nursing program unless the contribution was made before formal nursing education was available.
3. The nominee must have been an NNA or ANA member at some point during their career unless the contribution was made before nurses' registration, Nebraska statehood, or the NNA or ANA was established.
4. The nominee must have lived in, been educated, worked in, or represented Nebraska.
5. The achievements of the nominee must have enduring value to nursing beyond the nominee's lifetime. (Nominees for the Hall of Fame may be living or deceased).

### NOMINATIONS:

Information regarding the nomination and award process can be found on NNA's website at [www.NebraskaNurses.org](http://www.NebraskaNurses.org). Look under the "Nursing Issues & News" tab.

NNA Scholarship continued from page 1

6. An essay of not more than 500 words relating:
  - a. Why the student chose nursing as a career
  - b. Career goals

A cover sheet should include:

- Date
- Name of applicant
- SS#
- Address
- Phone
- Email
- Program: name, date of entry, date of anticipated completion

Submit your application by mail to:

NNA  
Scholarship Committee  
PO Box 82086  
Lincoln, NE 68501-2086

**The deadline for applications is postmarked no later than September 15, 2009.** Scholarship recipients will be recognized at the annual Award Banquet during the NNA Convention on Thursday, October 8, 2009 at the Kearney Holiday Inn.

## NNA's Mission:

The mission of the Nebraska Nurses Association is to foster high standards for nursing practice, stimulate and promote the professional development of nurses, and advance their professional security, and to work for the improvement of health standards and availability of health care services for all people. (Adopted 10/95, NNA House of Delegates)

## NNA's Vision:

Nebraska Nurses Association will be an effective voice for nurses; and an advocate for Nebraska consumers on issues relating to health. (Affirmed 12/04/2004, NNA Board of Directors)

Critical Success Factors for Vision:

- State and districts set mutual priorities
- Evaluate the success of the restructuring of NNA
- Enhance grass roots activities for membership involvement
- Advocate for statewide quality healthcare (Affirmed 12/04/2004, NNA Board of Directors)

## NNA's Core Issues:

1. Workplace Rights
2. Appropriate Staffing
3. Workplace Health & Safety
  - a. Patients
  - b. Community/Public Health
  - c. Workplace
4. Continuing Competence (Affirmed 12/04/2004, NNA Board of Directors)

## NNA's Official Publication

The *Nebraska Nurse* is the official publication of the Nebraska Nurses Association (NNA) published quarterly. The NNA provides education, networking opportunities, publications and other products and services to its members and extends its mission to all nurses in Nebraska.

Phone: (402) 475-3859

Fax: (402) 328-2639

You can leave a message at any time!

Email: [Executive@NebraskaNurses.org](mailto:Executive@NebraskaNurses.org)

Web site: [www.NebraskaNurses.org](http://www.NebraskaNurses.org)

Mail: PO Box 82086

Lincoln NE 68501-2086

**Questions about your nursing license?**

Contact the Nebraska Board of Nursing at:

(402) 471-4376. The NBON is part of the Nebraska Health and Human Services System Regulation and Licensure.

**Questions about stories in the *Nebraska Nurse*?**

Contact: NNA.

**Want to advertise in the *Nebraska Nurse*?**

Contact Arthur L. Davis Publishing Agency, Inc., at (800) 626-4081 or e-mail at [sales@aldpub.com](mailto:sales@aldpub.com)

Photo on front page: "Bailey Railroad Yard".  
Photo by: J. Nabb.  
"Like trains? Bailey Railroad Yard—the world's largest reclassification yard—is a must-see in North Platte."

## Writer's Guidelines:

Any topic related to nursing will be considered for publication in the *Nebraska Nurse*.

Although authors are not required to be members of NNA, when space is limited, preference will be given to NNA members.

Photos are welcomed, digital is preferred. The NNA assumes no responsibility for lost or damaged photos.

**Submitted material is due by the 15th of the month in January, April, July and October of each year.**

You may submit your material in the following ways:

Prepare as a Word document and attach it to an e-mail sent to [Executive@NebraskaNurses.org](mailto:Executive@NebraskaNurses.org).

Provide document on a disc clearly labeled with your name and return address.

Mail hard copy to NNA at PO Box 82086, Lincoln NE 68501-2086 or email to [Executive@NebraskaNurses.org](mailto:Executive@NebraskaNurses.org). Submissions should be prepared on white paper and double-spaced.

# President's Column

**Cinda Zimmer, MSN, RN**

It was my privilege to meet with Senator Ben Nelson in May and Senator Mike Johanns in July as a representative for Nebraska Nurses Association and offer the nursing perspective during a roundtable discussion with other healthcare providers on the topic of Healthcare Reform. The following information was shared in a letter given to Senator Mike Johanns:



**Cinda Zimmer**

As we develop approaches to Healthcare Reform, it is imperative that nursing is at the table. Nurses comprise the largest segment of healthcare providers in Nebraska:

- Registered Nurses                      approximately 20,000
- Licensed Practical nurses            approximately 7,000
- Nurse practitioners                    approximately 700
- Physicians                                approximately 800

Statistically numbers support the appropriateness of nurses to be contributors to the design of Healthcare Reform. If the goals for a "reformed" system of healthcare include more efficient processes with lower cost, higher quality care with fewer errors, improved accessibility without overuse, then no one discipline probably knows more about all quality, accessibility, patient safety, and efficiency than nursing. Nurses are the front line advocates for patient care, safety and autonomy. Healthcare Reform needs to look at the cost savings provided by nursing and consider prevention and education versus the traditional medical treatment model.

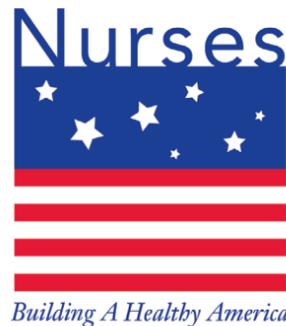
The work environment for the practice of nursing is one of the most demanding. It requires that we focus on quality of patient care and patient safety in every setting imaginable, always asking "what is best for our patients"? Even with increased acuity and complexity of health needs, increased consumer expectations, decreased reimbursement and the necessity of trying to do "more with less", nursing continues to be the number one trusted profession in the United States. The current median age for nurses is 45 years of age; as these experienced professionals age, the work environment will need to be modified to accommodate their physical needs while utilizing their expertise and knowledge.

The challenges are apparent, however the benefits and opportunities in nursing are worth the cost. Nurses have

tremendous career opportunities and variety in practice in our profession. We are clinicians, educators, practitioners, administrators, and always advocates. Entry into the nursing field includes Licensed Practical Nurses, Associate Degree Nurses and Bachelor of Science nurses; nursing is a specific scientific field. Nursing requires regular continuing education to remain current in evidence based practices and to enhance primary generalist nursing skills with specialization in a particular field (ie: rehabilitation, oncology, community health, geriatrics, etc.). Let the experience, insight, educational foundation and dedication of nurses to cost effective health care services be a part of the improvements in the system.

For Nebraska nurses, the Nebraska Nurses Association (NNA) is the voice for our profession. The NNA is prominent in the legislature and active in the political arena of Nebraska seeking improved safety and health for our communities and our nurses. We are part of the larger nursing organization of the American Nurses Association (ANA); the ANA has been testifying for all nurses and advocating for high quality patient care during congressional hearings. The ANA is a presence in the political arena advocating for patient safety, workforce advocacy and nursing education.

As we look at the current nursing shortage it is staggering to extrapolate the statistics and realize that in 10 years the shortage could be nearly 30%. This 30% will also be impacted by the increased numbers of aging Baby Boomers in our nation, giving rise to astronomical challenges to healthcare. Challenges provide opportunity for change. Nebraska Nurses Association looks forward to working with healthcare representatives in creating an efficient, effective healthcare system that enhances the health and quality of life for Nebraskans and the nation.



## Save the date for Summit 2010

The Nebraska Nursing Leadership Coalition is pleased to announce the date for the 2010 Summit in Kearney, Nebraska. Please mark your calendars for March 18, 2010. This year the summit will again be held at the Holiday Inn and Convention Center in Kearney and will provide CNE credit. Registration forms will be available in October and will be accessible on NNA's home page at [www.NebraskaNurses.org](http://www.NebraskaNurses.org).

The Nebraska Nursing Leadership Coalition (NNLC) is comprised of the Nebraska Nurses Association (NNA), the Nebraska Board of Nursing, the LPN Association of Nebraska, the Nebraska Organization of Nurse Leaders, and the Nebraska Assembly of Nursing Deans and Directors.

# Executive Director's Column

# 2009 NNA Calendar

by Annette Harmon

Thank you to all who extended your sympathies at the passing of my father, Elmer Belitz, this past May. I appreciated your thoughts and caring. One of the sympathy cards I received talked about the things a father teaches a child, and how you never forget the lessons learned.



Annette Harmon

It was "at the knee" and by the side of my father that I learned many things:

- My work ethic (some would say I learned this too well and became a workaholic),
- Loyalty to people and organizations,
- To treat all fairly and with respect, and
- To never give up (some may also say this is actually just stubbornness).

I believe these were all good "life lessons;" and ones I

try to live every day. In doing so, I honor my father.

My father's illness also taught me many things. As our nation and nursing world is consumed with dialogue on health care reform, one only needs to look at an individual's experience in the health care system to know that reform is a must. The buzzwords "quality", "low cost", "effective", "accessible," and "patient-centered" are heard and read on a daily basis. I admit it is difficult to read and keep up with everything happening at the national level with reform. But we must each do our best to be involved in the discussion: as a person and as a professional. As nurses, your input and experience is greatly valued. I understand that not every nurse will agree with ANA's position on reform or the solutions offered. But surely all agree as to the necessity of reform. Don't walk away because you don't agree with everything; instead use your voice to effect change.

This is the time, your opportunity, to make your opinion known to our lawmakers. Do not let nursing be left out of the discussion with your legislative Senator, your state Senator or your Congressional representative. The Nebraska nursing constituency of 27,000+ licensed RNs and LPNs could have such an impact on health care reform in Nebraska and nationally; but only if you choose to get involved.

Health care is very personal. Reform of our health care system will affect each of us. How will you impact the reform discussion?

## September

- 1 The *Nebraska Nurse* is in your mailbox
- 1 Names of district delegates due to NNA
- 5 Ballot postmark Return Deadline/Electronic Voting Deadline
- 7 Labor Day—NNA office closed
- 9 NNA Convention hotel sleeping room reservation discount deadline
- 14 CE Approval Committee meets
- 15 NNA scholarship (sponsored by A.L. Davis) application postmark deadline
- 15 NNA convention pre-registration deadline
- 16-18 ANA/CMA Lobbyist Meeting, Washington, DC



## October

- 6 NIEP Retirement Seminar for Nurses—Lincoln, Madonna Rehabilitation Hospital
- 7 NIEP Retirement Seminar for Nurses—Kearney, Holiday Inn
- 8-9 NNA's Convention—Holiday Inn Convention Center, Kearney, NE
- 13 *Nebraska Nurse*: Articles due to NNA state office
- Nominating Committee looks for candidates for 2010

## November

- Oct. 31/Nov. 1- ANA Constituent Assembly, Midwest Location
- 3 Election Day
- 13 Nebraska Nursing Leadership Coalition Issues Forum, Lincoln, NE
- 26-27 Thanksgiving Holiday, NNA office closed
- TBA Budget and Finance Committee prepares annual budget

## December

- 1 The *Nebraska Nurse* is in your mailbox
- 4-5 NNA Board Retreat/Orientation/Meeting (Friday night-Saturday afternoon)
- 25 Christmas Holiday, NNA office closed

# Around the Districts



## DISTRICT 1

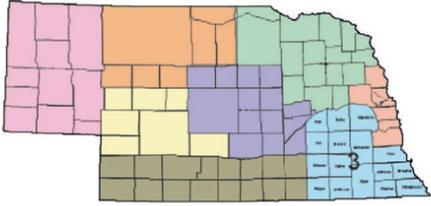
**President:** Coleen Dygert,  
RNC, BSN  
E—[dygert@alltel.net](mailto:dygert@alltel.net)  
H—(402) 463-7012

**Coleen Dygert,  
RNC, BSN**



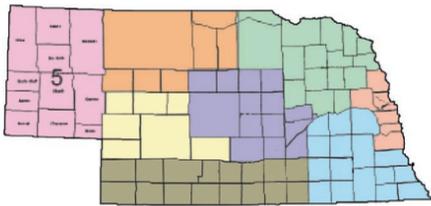
## DISTRICT 3

**President:** Sue Dolsky  
W—(402) 481-5673  
E—[sue.dolsky@bryanlgh.org](mailto:sue.dolsky@bryanlgh.org)



## DISTRICT 5

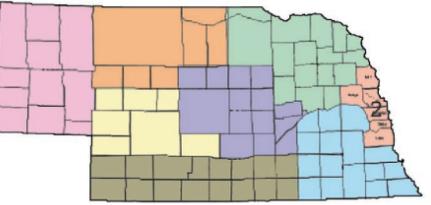
**President:** Kim Rodehorst-Weber, PhD, RN,  
AE-C  
H—(308) 635-7093  
E—[tkrodeho@unmc.edu](mailto:tkrodeho@unmc.edu)




## DISTRICT 2

**President:**  
Bonnie Kokes, BSN  
H—(402) 331-9071  
E—  
[bonniekokes@gmail.com](mailto:bonniekokes@gmail.com)

**Bonnie Kokes,  
BSN**




## DISTRICT 4

**President:** Judy Billings  
H—(308) 237-9658  
E—[jbillings3@charter.net](mailto:jbillings3@charter.net)

**Judy Billings,  
PhD, RN**



**District 5**  
Our report will be shorter than usual for this edition of *Nebraska Nurse*. We had a wonderful National Nurses Day Celebration in May. Our district has not met since. We did lose a very valuable member, Ernie Olson. She moved to Oklahoma and is in practice there in a small rural clinic. Nancy Hanson has been appointed to fill Ernie's vacancy as Treasurer. Our district is continuing to work with Senator Harms in relation to nursing issues (i.e. faculty shortages, retention of nurses, advanced practice) and we plan to meet with him later this summer to continue our discussion.

**District 2**  
The summer has gone by all too fast. Falls colored leaves and coolness are coming. With fall comes the NNA convention. Lynne Anderson, Karen Wiley and Linda Jensen have been working diligently to develop an action proposal addressing *Workplace Violence in Health Care* to be presented at the convention. I want to thank all District 2 members who indicated they were willing to be delegates. Orientation for the delegates will be held on September 14th at 6:00 in the lower level classrooms of Lakeside Hospital. This will also be the district general meeting and everyone is welcome.

On November 9, 2009 District 2 will install its newly elected officers and honor three nurses nominated by their peers for their outstanding service to patients and students. We are also looking forward to Betsy Buschkempe sharing stories of her nursing experiences in third world countries. I hope many of our members will be able to join us at The Spaghetti Works in Ralston at 6:30 PM.

Planning is under way for an educational offering in September 1010 entitled *Personal Reflections, Professional Sanctions, Protection for Patients and Providers*. Please watch for more details in later issues.

**District 4**  
September meeting of District 4 will be at the Arrow Hotel in Broken Bow on September 17th. Dinner will be at 6:30 pm with the meeting beginning at 7:00 pm. We will also discuss of issues related to the NNA October Convention, including making preparations for District 4 to host the Convention.

# Around the Districts

## New NNA Members: March - June 2009

**District 1**  
Heather Swanson  
Suzanne VanBoening

**District 2**  
Roxie Anderson  
Miranda Brannon  
Mary Ann Carnley  
Norine Davis  
Elizabeth Gard  
Mary Kisicki  
Marcie Lewis  
Lisa Longwell  
Dawn Moore  
Linda Sather  
Jana Uryasz  
Elizabeth Veys  
DeAnn Wintle  
Jayci Zakaras  
Angela Zuroski

**District 3**  
Marcilee Albert  
Kelli Anderson  
Lina Bostwick

Pamela Crocker  
Melody Gagner  
Stephanie Hopp  
Jenny Lum  
Eton Stebbins  
Linda Stones

**District 4**  
Lauren Corley  
Kelsey Oosting  
Jeanette Vincent

**District 5**  
Janelle Schroeder

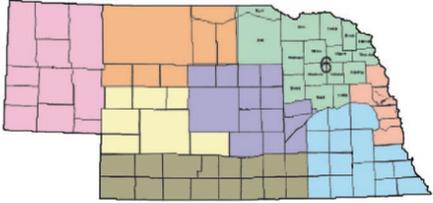
**District 6**  
Jenifer Nelson

**District 7**  
Nicole Kissinger  
Marina Makovicka  
Lois Stebbins

**District 9**

DISTRICT 6

**President:** Pam List, MSN, APRN  
H—(402) 528-7278  
W—(402) 372-2404  
E—[plist@fcswp.org](mailto:plist@fcswp.org)



**District 6**  
District VI had nine nurses in attendance at their Nurses Week celebration held in Norfolk on April 29th. A committee completed the Nightingale Tribute project by sending information to all District area funeral homes listed on the Nebraska Funeral Homes website. Members approved District VI Operational Guidelines which will replace District VI Bylaws. This was done to bring the District into IRS compliance. Our next area of focus will be on membership. Since many members do not know each other or know very little about each other, a committee has been formed to explore ways to share information about members. Meetings continue to be conducted by phone conference. Those District members with email receive periodic updates. If you are a member but are not receiving updates, please send your email address to [plist@fcswp.org](mailto:plist@fcswp.org). We hope to see many members at convention!

DISTRICT 7

**President:** Kay Olmsted, RN  
H—(308) 537-3926  
W—(308) 696-8760  
E—[kayolm3@hotmail.com](mailto:kayolm3@hotmail.com)



**District 7**  
Our annual picnic was July 14th at Cody Park in North Platte. Ballots for the 2009-2011 terms were mailed in late July. Any District VII members that would like to run for district level offices, please call or email Kay Olmsted at 308-529-0628 or [kayolm3@hotmail.com](mailto:kayolm3@hotmail.com).

DISTRICT 9



**President:** Betsy Raymer  
H—(402) 924-3946  
E—[raymerfarms@nntc.net](mailto:raymerfarms@nntc.net)

**Betsy Raymer, RN**



**District 9**  
District IX held its meeting on July 16, 2009 at the Wood Lake Cafe. We discussed items for the silent auction at convention. We also discussed attending health fairs and promoting NNA and our district. Our policy and procedures for the District were reviewed since our funds are now with the State NNA. We meet every other month and would enjoy your company!

## Enabling Alcohol and Drug Abuse in the Workplace

Health service professionals devote their lives to helping people and often have difficulty accepting it when they need help themselves. Health service professionals are more susceptible to alcohol and drug addiction than the general population. Many perceive medication as the only appropriate care for their ills, including emotional or physical pain. Some have easy access to a supply of prescription medications. Also, some have extensive knowledge of drugs and feel they can prevent addiction because they can control their use of the drug.

Alcohol and drug abuse has been and continues to be an important factor to consider in the practice problems of health service professionals. Professionals who abuse typically have problems with attendance, personal appearance, relationships at work, practice competency and even safety issues. The substance abuser does not check their substance abuse problems at the door and others are adversely impacted. This has a negative impact on their confidence in their colleague and it can be destructive to the morale of the work group.

The best way for those dealing with a colleague with a substance abuse problem is to not ignore it or cover up the conduct or problems that result from the abuse or addiction. Ignoring or covering up for an abuser is called enabling. Examples of enabling in the workplace would be repeatedly offering to take on more than one's fair share of the work because a colleague is "going through a rough time," feeling sympathy, instead of empathy, for the colleague and frequently covering up for them, or rationalizing that it is not that big of a deal when a colleague regularly comes in late and has hangovers or smells like alcohol. Patterns of enabling by one or more co-workers generally indicates a pattern of alcohol or drug abuse by a colleague.

Many health service professionals do not receive the appropriate intervention and treatment they need due to lack of their colleagues encouragement to seek assistance on their confrontation of them when the problems are obvious. Some common warning signs that alcohol and drug abuse may be present in your workplace:

- Unsatisfactory work/chart performance
- Disorganized schedule
- Unreasonable behavior
- Unexplained absences
- Frequent absences or illness
- Excessive ordering of drug supply
- Decreased workload
- Inaccessibility to patients and staff
- Defensive if questioned/confronted
- Alcohol on breath
- Discrepancies in treatment orders, progress notes, medication records
- Frequent incorrect medication/narcotic count

Enabling the substance abuser is easy. Confronting them is hard because there are usually difficult issues to be faced. However, there is a greater good that will be achieved when the abuser overcomes their alcohol or drug abuse—for themselves, their families, those they serve and their colleagues.

If you have further questions about the Nebraska Licensee Assistance Program, or feel that you may benefit from assistance from the NE LAP, please contact the NE LAP Coordinator, Judi Leibrock or NE LAP Counselor Tricia Veech, at (800) 851-2336 or (402) 354-8055.

## NNA Member Inducted to American College of Nurse-Midwives Board of Directors

Heather Swanson, CNM, FNP, MSN, IBCLC of Wilcox, NE, was elected as the **American College of Nurse-Midwives (ACNM) Region V Representative** for Arizona, Colorado, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, and Wyoming. Regional representatives serve as the liaison between members and the organization's Board of Directors. Swanson was inducted to her three-year term at the ACNM Annual Meeting in Seattle, May 22-27, 2009.



**Heather Swanson, CNM, FNP, MSN, IBCLC**

Swanson has been on faculty at the University of Nebraska Medical Center College of Nursing, Kearney Division (UNMC-CON) since 2007. During her nurse-midwifery career she has worked as a Certified Nurse-Midwife (CNM) in Norfolk and Minden, NE and for the Indian Health Service in South Dakota. She spent her 2009 academic summer break volunteering in Weslaco, Texas at Holy Family Services Birth Center. She holds licenses in Colorado, Iowa, Nebraska, South Dakota, and Texas.

She received her BSN from UNMC-CON, Lincoln Division in 1999 where she was involved with Student Nurse Association and on the Association of Students at the University of Nebraska (ASUN). Her MSN with a specialty in nurse-midwifery was completed at the University of New Mexico in 2002 and a post-masters family nurse practitioner certificate from UNMC-CON, Scottsbluff Division, in 2006.

As the regional representative, Swanson is eager to represent the varied interests of Region V and work to remove barriers to practice to help to achieve ACNM's strategic goals. "I'm looking forward to getting to know more CNMs in Region V and hearing about what is going well and what needs attention, so I can more appropriately represent 'us' on the board," she says.

With roots dating to 1929, the American College of Nurse-Midwives is the oldest women's health care association in the U.S. ACNM's mission is to promote the health and well-being of women and infants within their families and communities through the development and support of the profession of midwifery as practiced by certified nurse-midwives and certified midwives. Midwives believe every individual has the right to safe, satisfying health care with respect for human dignity and cultural variations. More information about ACNM can be found at [www.midwife.org](http://www.midwife.org).

## Carol M. Wilson Endowed Chair in Nursing Established through \$670,000 Donation

The legacy of the late Carol Wilson, called a trailblazer in nursing, will live on through an estate gift of nearly \$670,000 to establish the Carol M. Wilson Endowed Chair in Nursing. The chair was established at the University of Nebraska Medical Center College of Nursing through the University of Nebraska Foundation.



**Carol Wilson**

Wilson, who died in 2007 at the age of 82, was the longtime director of nursing at the former University Hospital, now part of The Nebraska Medical Center. She served nearly 40 years in the role then later in her career as assistant director for health services administration. She retired in 1992.

Wilson also was a longtime benefactor and tireless volunteer for the University of Nebraska Medical Center College of Nursing, said Virginia Tilden, D.N.Sc., dean of the UNMC College of Nursing.

The chair recognizes the achievements of a nurse scientist and senior leader in nursing whose work improves health systems and the organization and delivery of nursing care. The endowment is one of six endowed chairs and professorships at the college.

"The chair will focus on her passion—improving health systems—and enable the college to add a first-rate nursing scholar to the faculty," Dr. Tilden said. "Dr. Wilson was a passionate advocate of nurses and the care they provide. The chair is an opportunity for an innovative leader to join an outstanding faculty in an excellent environment."

During a celebration of Wilson's life, achievement and generosity, Dr. Tilden said Wilson gave a lot for nursing. "This is a celebration of who Carol was in our hearts, a celebration of her gift and the many gifts she gave for nursing and the lives she touched through her work," she said.

Rosalee Yeaworth, Ph.D., former dean of the college, called Wilson a loyal supporter of the UNMC College of Nursing. Among other things, she said Wilson was supportive of the college's history project and a good member of the alumni association and served on the board.

"She was a big supporter of establishing a chair," Dr. Yeaworth said. "Carol Wilson was my friend. She was loyal to nursing, her friends, University Hospital, the University of Nebraska, especially Husker football, and to the Nebraska Nurses Association."

Besides nursing, Wilson's friends said she had a love for her Schnauzers, Christmastime, playing the organ, and her Cadillacs.

"Carol is greatly missed, but her many contributions and memories live on. Her legacy of this gift from her estate will carry her memory far into the future," Dr. Yeaworth said.

Sheila Exstrom, Ph.D., nursing education consultant, board of nursing, Nebraska Department of Health and Human Services, met Wilson early in her career while part of a citywide group of nursing administrators. Exstrom said Wilson was a mentor and supported her while trying to establish some challenging initiatives as director of nursing at Immanuel Hospital in 1970.

"I was very, very young and enthusiastic and found some were not supportive of my efforts," Dr. Exstrom said. "Some told me I couldn't do it. Carol mentored me so much. Her staff was very endeared to her and spoke so well of her. They knew she was there for them and behind them."

Pat Allgeier, chief nurse executive and associate administrator for Boys Town National Research Hospital, credits Wilson for her professional success. Allgeier, who was hired early in her career by Wilson, said Wilson was an advocate for patients and nurses.

"Carol was fierce when it came to defending what she believed in whether that be nursing practice or what constituted good care," Allgeier said. "Granted, there were times when she may have had less opposition had she used a little more tact, but what you saw with Carol was what you got. She simply wanted the right thing done for the right reason. In many ways, she left her mark on nursing at the hospital and in the community."

# Convention 2009

## 2009 Convention Education and Schedule

Each educational session is designed to address certain objectives along with the following major convention program goals:

1. Update nursing knowledge and expertise, and network with colleagues.
2. Discuss timely information on local and national trends in nursing and health care.

All registered nurses in Nebraska and surrounding areas who desire current information about nurses, nursing, the health care system and research are invited to attend.

### NNA Convention Schedule

#### Wednesday, October 7, 2009

- 10:30–1:00 NNA Board Meeting
- 2:00–5:00 Retirement Planning for Nurses (Nurses Investment Education Project)
- 6:30 PATRON PARTY

#### Thursday, October 8, 2009 (\*denotes continuing education) (All educational sessions are reflective of convention goals #1 & #2)

- 7:00–9:30 Convention Registration & Continental Breakfast
- 8:00–8:30 First Time Attendee/Student Orientation
- 8:30–8:45 Opening Ceremonies
- \*8:45–10:00 **Keynote Address—“ANA & Nurses: Building A Healthy America” (1.2 c.h.)**  
**Speaker: Rose Gonzalez, MPS, RN, ANA Director Government Affairs**  
**Objectives:**
  1. Describe ANA and its Government Affairs Department.
  2. Discuss status of Health Care Reform initiative on the national level.
  3. Discuss at least 2 of ANA’s legislative initiatives moving in the Health Care Reform legislation.
- 10:00–10:15 Break / Silent auction / Networking
- \*10:15–11:15 **Whole House—“Team Steps” (1 c.h.)**  
**Speaker: Louise LaFramboise, RN**  
**Objectives:**
  1. Identify national safety and quality initiatives and their impact on healthcare
  2. Describe Quality and Safety Education for Nurses (QSEN) and the implications for nursing
- 11:30–12:45 Lunch

- 12:45–2:00 House of Delegates (Meeting #1)
- 2:00–2:30 Break / Silent Auction
- \*2:30–3:30 **Whole House—“Identifying and Managing Sepsis: Today’s frontier of time sensitive care” (1 c.h.)**  
**Speaker: Sara Seemann, RN, MSN, CS, ONC**  
**Objectives:**
  1. Participants will be able to identify sepsis and severe sepsis patients and initiate appropriate interventions.
  2. Participants will identify how utilization of data can transform clinical practice to drive reliable evidence based care.
- 3:30–4:00 Reference Proposals Forum
- \*4:00–5:00 **Whole House—“Rural Comprehensive Care Network” (1 c.h.)**  
**Speaker: Joleen Huneke, Executive Director, RCCN**  
**Objectives:**
  1. Describe the role of the Rural Comprehensive Care Network in rural health care setting.
  2. Identify the need for rural health care providers.
  3. Identify of the grants that have been awarded for the workforce issues
- 6:00–6:30 Social / Silent Auction
- 6:30 Awards Banquet / Foundation Donor Recognition

#### Friday, October 9, 2009

- (8:45 am–12:00 noon) NSSNA COSP program to run concurrently)
- 7:00–9:30 Registration & Continental Breakfast
- 8:00–8:30 First Time Attendee / Student Orientation
- \*8:00–9:30 **Whole House—“Retaining Our Nurse Leaders” (1.5 c.h.)**  
**Speaker: Michael Sherbun, PhD, MHA, RN**  
**Objectives:**
  1. Recognize reality of nurse departures
  2. Identify impact of variables on nurse leaders
  3. Explore coaching you—coaching them
- 9:30–10:15 Break / Exhibits / Networking

- \*10:15–11:30 BREAK OUT SESSIONS:
  - 1) **Topic: “Methamphetamine” (1.2 c.h.)**  
**Speaker: Melissa Dearmont, MSN, LCSW, LMHP, EAP Certified**  
**Objectives:**
    1. Learners will be able to identify signs and symptoms of methamphetamine use.
    2. Learners will discover skills to promote safety for patients and staff affected by meth use.
  - 2) **Topic: “State Refugee Health Program”**  
**Speaker: Kristin Gall**  
**Objectives:**
    1. Identify key components and services of Nebraska’s Refugee Health Program.
    2. Describe the health care needs and challenges faced by refugees.
  - 3) **Topic: “Nebraska Infertility Prevention Program”**  
**Speaker: Elaine Schumaker**  
**Objectives:**
    1. Identify Nebraska’s IPP program and forms
    2. Identify DIS role in rural Nebraska
- 11:30–1:00 Lunch / Exhibits / Networking
- \*1:00–2:00 **Whole House—“Depression” (1 c.h.)**  
**Speaker: Melissa Dearmont, MSN, LCSW, LMHP, EAP Certified**  
**Objectives:**
  1. Learners will be able to identify signs and symptoms of depression.
  2. Learner will identify the impact of depression in the workplace and learn skills to effectively address depression in coworkers and patients.
- 2:00–2:30 Break / Exhibits / Networking
- 2:30–3:30 House of Delegates (meeting #2)
- Adjournment of Convention

#### ABOUT CE (8.3 contact hours applied for):

Application for contact hours has been made to CNE-Net, the education division of the North Dakota Nurses Association, an accredited approver of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. Please call Annette Harmon at Nebraska Nurses Association for more information about contact hours.

This continuing nursing education activity is supported through unrestricted educational grants and exhibits. This does not imply ANCC Commission on Accreditation or CNE-Net approval or endorsement of any product.

# Convention 2009

**Nurses: Building A Healthy America  
NNA 2009 Annual Convention**



## Registration Form

**REGISTER ONLINE AT [www.NebraskaNurses.org](http://www.NebraskaNurses.org)! Look under the Education / Convention tab!**  
Please complete the information below. **Save \$\$\$ when you pre-register by September 15th!** On-site registrations, October 7-9, will incur an additional **\$25 late surcharge** so please pre-register! **BADGES WILL BE REQUIRED AT ALL EVENTS.**

Name \_\_\_\_\_ Credentials \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Day Phone \_\_\_\_\_ Email \_\_\_\_\_

How many years have you been an NNA Member? \_\_\_\_\_

RN Registration Fees:	By Sept. 15	Sept. 16- Oct. 6	At Door	TOTAL
<b>Full Registration</b> includes Thursday (October 8) and Friday (October 9) sessions and luncheons, and Thursday's reception and Awards Banquet.				
<input type="checkbox"/> NNA Member <b>Full</b> Registration	\$145.00	\$155.00	\$180.00	\$ _____
<input type="checkbox"/> NNA Member <b>Thursday</b> Registration (includes Reception and Awards Banquet)	\$ 80.00	\$ 90.00	\$115.00	\$ _____
<input type="checkbox"/> NNA Member <b>Friday</b> Registration	\$ 80.00	\$ 90.00	\$115.00	\$ _____
<input type="checkbox"/> <b>Non-Member Full</b> Registration	\$165.00	\$175.00	\$205.00	\$ _____
<input type="checkbox"/> <b>Non-Member Thursday</b> Registration	\$ 90.00	\$100.00	\$125.00	\$ _____
<input type="checkbox"/> <b>Non-Member Friday</b> Registration	\$ 90.00	\$100.00	\$125.00	\$ _____

**RN EXTRA TICKETS:**

<input type="checkbox"/> <b>Awards Banquet</b> Tickets (each): # _____ (One ticket is included with an RN's paid <u>Full</u> Registration)	\$ 25.00	\$ 30.00	\$ 35.00	\$ _____
<input type="checkbox"/> <b>Patron Party</b> Tickets (each): # _____ (October 7, 6:30 pm)	\$ 35.00	\$ 45.00	\$ 50.00	\$ _____

Choose the Session you will attend on **Friday, Oct. 9:** **TOTAL DUE \$ \_\_\_\_\_**

- 10:15-11:30 BREAKOUT SESSIONS: (Choose one)**
- \_\_\_ A. *Methamphetamine: Melissa Dearmont, MSN, LCSW, LMHP, EAP Certified*
  - \_\_\_ B. *State Refugee Health Program: Kristin Gall, Nebraska State Refugee Program*
  - \_\_\_ C. *Nebraska Infertility Prevention Program: Elaine Schumaker, Nebraska Infertility Prevention Program*

**SPECIAL REQUESTS OR NEEDS:**

- I would like vegetarian meals.
- I need special accommodation for a disability or handicap in order to attend: \_\_\_\_\_

**STUDENT REGISTRATION & MAILING INFO BELOW! ❖**  
**STUDENT Nurse Registration Fees: (those who have not yet received their initial RN license)**  
 What school do you attend and at what location? \_\_\_\_\_

	By Sept. 15	Sept. 16- Oct. 6	At Door	TOTAL
<input type="checkbox"/> <b>Student Thursday</b> Registration (Includes Thursday sessions and luncheon only; banquet sold separately)	\$ 25.00	\$ 30.00	\$ 35.00	\$ _____
<input type="checkbox"/> <b>Awards Banquet Ticket</b> (each): # _____	\$ 25.00	\$ 30.00	\$ 35.00	\$ _____
<input type="checkbox"/> <b>Student Friday</b> Registration (Includes Friday luncheon, and convention sessions OR NSSNA's COSP program.)	\$ 25.00	\$ 30.00	\$ 35.00	\$ _____

**COSP PROGRAM**—Check this box if you will be attending the COSP program on Friday. (If you are attending convention breakout sessions instead, you may mark those on the front of this sheet.) *You may download a detailed COSP program agenda from the NSSNA web site: [www.nssna.com](http://www.nssna.com).*

**STUDENT TOTAL DUE \$ \_\_\_\_\_**

Mail registration form and check to arrive at NNA office **BEFORE 10/06/09** to avoid the on-site registration fee surcharge. Or register online at [www.NebraskaNurses.org](http://www.NebraskaNurses.org)—look on the Education/ Convention tab or click the box on the home page!

Nebraska Nurses Association (Federal ID# 47-6034912)  
 PO Box 82086  
 Lincoln, NE 68501-2086

**Refund policy:** If you have to cancel your plans to attend the NNA Convention, please notify us **in writing by September 4th** and we will refund your registration fee MINUS a \$50 administrative fee (\$10 fee for student category). We're sorry, but we cannot refund registration cancellations after September 4. You may, however, send a substitute attendee. Let the NNA office know the name of the substitution prior to October 1.  
**Questions? (402) 475-3859.**

**ABOUT CE (8.3 contact hours applied for):**  
 Application for contact hours has been made to CNE-Net, the education division of the North Dakota Nurses Association, an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. Please call Annette Harmon at Nebraska Nurses Association for more information about contact hours.  
 This continuing nursing education activity is supported through unrestricted educational grants and exhibits. This does not imply ANCC Commission on Accreditation or CNE-Net approval or endorsement of any product.

**Hotel Information**  
**Holiday Inn**, 110 South 2nd Avenue, Kearney, NE 68847  
**Reservations Phone:** (308) 237-5971  
**Rates:** \$ 72.95 plus taxes per night for 1-4 persons

A block of rooms have been reserved at the hotel until **September 9, 2009**. Please make your reservations early! These are reduced room rates, so please mention Nebraska Nurses Association or "NNA" Convention for your own benefit.

## Thanks to Our Sponsors

Every year we are dependent upon sponsorships to support our convention. We are grateful to the following sponsors that have committed as of August 2, 2009:

### Awards Banquet

**Reception**  
 Arthur L. Davis Publishing Agency

**Thursday Lunch**  
 BryanLGH Medical Center

### Friday Lunch

**Refreshment Break Sponsor**  
 Mary Lanning Memorial Hospital

**Coffee Sponsors**  
 Saint Elizabeth Regional Medical Center

**Registration Coffee**  
 Madonna Rehabilitation Hospital

## 2009 Convention Exhibitors

(as of August 2, 2009)

- AAA Nebraska
- Alegent Health
- Catholic Health Initiatives-Nebraska
- Creighton University School of Nursing
- The Gideons International Auxiliary
- Good Samaritan Hospital
- Madonna Rehabilitation Hospital
- Mary Lanning Memorial Hospital
- Nebraska Beef Council
- Nebraska Child Find
- Nebraska DHHS, Hepatitis Prevention Program
- Nebraska Methodist College
- Nebraska Nurse Practitioners
- Nebraska Organ Recovery
- Nebraska Wesleyan University
- Omicell
- South Dakota Lions Eye Bank



**NURSING  
THAT WORKS™**



## Nursing and Entrepreneurship: Perfect Together

Business ownership is part of the American dream. And why not? It provides the opportunity to be your own boss, make your own hours, and have creative freedom, flexibility of time, and unlimited earning potential. And while the concept of “business” is foreign to many nurses, we actually make great entrepreneurs.

### The Right Stuff

Nurses have what it takes to be successful in business. We’re smart, think on our feet, have excellent communication skills, are good listeners, and are versatile and adaptable. We’re hard working, ethical, and totally customer-service oriented. We’re even good salespeople. Every time you have to convince a patient to adhere to a regimen or follow up on some tests, you’re selling! We also possess a great body of knowledge and experience that is marketable, valuable, and in demand.

### One Nurse’s Story

Years ago, I had a job where I was forced to give a lot of presentations. Believe it or not, I was a reluctant public speaker—like everyone else. But I began to get some positive feedback from those who heard me speak. After hearing two terrific speakers, one of whom was a nurse, I began to aspire to someday become a professional speaker. But what to speak about?

Around the same time, other nurses were asking me for career advice. They were curious about my nontraditional nursing background and wanted interviewing tips, help writing their resumes, and information about other opportunities within nursing. I started to realize that average nurses weren’t aware of most of the options available to them and didn’t have traditional job-finding skills. These topics were never stressed in nursing programs. I began to think about someday developing a seminar for nurses in which I would discuss nontraditional career opportunities and give information about how to find and get those jobs.

I had that idea in my head for about 10 years before I acted on it. I was approaching my 40th birthday and contemplating what I wanted to do with the rest of my life. Although I had a lot going for me, I had a gnawing feeling that something was missing. I wanted to take all of my experiences and find a way to pull them all together and really make a difference. Many people assume that I was brimming with confidence and drive when I started my business, but the exact opposite is true. I was actually at a low point with almost nonexistent self-confidence and a poor self-image. I also felt rather sluggish about things in general.

When I started to break down the barriers in my mind that told me what I shouldn’t or couldn’t do and asked myself where I should go from here, I didn’t have to think long or hard. That idea had been rolling around in my head for a decade. This was in the early ’90s, a time when nurses were being laid off from their jobs for the first time in the history of our profession. I knew the time would never be more right to take my show on the road. I also knew that if I didn’t do it, someone else would, and I’d be kicking myself for years to come. So I made a decision and a commitment to start my own business, become a professional speaker, and develop a full-day seminar for nurses—Career Alternatives for Nurses™.

Other nurses often say to me, “But Donna, you don’t understand. I have such fear about moving forward.” I understand more than you could ever imagine. In the last 10 years I have experienced fear, the likes of which I had never experienced in my life. I discovered that fear is always part of the equation when trying something new or taking a risk. So rather than waiting for the fear to dissipate or letting it become an obstacle, I learned to move forward in spite of it. I noticed it would start to subside after I did something for the first time or mastered a new skill. That is, until I had to try something else. I also learned that the bigger the goal, the bigger the fear. Talk about stepping out of your comfort zone!

Did I face obstacles along the way? You better believe it. My husband was diagnosed with Multiple Sclerosis just as I was getting ready to launch my first seminar. I had to rethink my goals and decide if this was the right path. After two weeks of soul searching, I decided that I and my family would be better off in the long run if I relied on myself, rather than an employer, for financial security. Those first few years were rough. With my husband disabled and me starting a business, our household income took a nosedive. We had to severely adjust our lifestyle and try to live within our now meager means. But there is no better motivation to being successful than knowing you have to put food on the table and get the bills paid. I clung firmly to my belief that I could make this work and kept plowing ahead, more determined than ever.

### Lessons Learned

After ten years in business, I’ve learned several invaluable lessons:

1. Owning a business is like raising a child. It’s something you have to make a long-term commitment to. You’ll go through different phases, some fun and rewarding and some challenging and trying. But if you put enough love, respect, and sweat equity into it and always believe in it, you’ll end up with something you can be proud of.
2. No one succeeds alone. This is especially true in

business. You’ve got to surround yourself with positive, successful, motivated, and talented people. Not only will their drive and enthusiasm propel you, but they will likely be eager to support and advise you. Seek out people who are successfully doing what you want to do. You can often find these people through professional associations related to business, such as the National Association of Women Business Owners ([www.nawbo.org](http://www.nawbo.org)) and those associated with your area of practice, such as the National Speakers Association ([www.nsaspeaker.org](http://www.nsaspeaker.org)) or American Association of Legal Nurse Consultants ([www.aalnc.org](http://www.aalnc.org)). There will always be nay-sayers, those who are eager to tell you why you can’t or shouldn’t do something. I once heard someone say, “If someone tells you can’t do it, it may be because they’re afraid you will do it.”

3. Each of us is capable of doing much more than we ever realized. I’m not talking about getting more things done in a day. I’m talking about developing aspects of ourselves that we never knew existed. For example, when I started in business, I was convinced I had no ability to write. However, I knew, as an educator, I would be expected to get something published, so I set out to try my hand at writing, never expecting to be more than mediocre. Today, I’m an author, columnist, and writer with almost 100 published articles in numerous magazines. Benjamin Disraeli once said, “Most people die with their music still locked up inside of them.” Who knew I had a writer locked inside of me? I often think how this part of me could so easily have stayed buried.
4. Don’t put all your eggs in one basket. You may pick up one big client early on that sends a lot of work your way. The temptation is to think, “Wow, this is great. I don’t have to advertise or look for other work because I get enough work from this client to support myself.” That’s a dangerous way to think because things can change almost in an instant. That company can go bankrupt, get sold, decide to change its focus, have massive budget cuts, a change in administration, etc. You’ve always got to have more than one iron in the fire if you don’t want your business to go cold.
5. Everything happens through networking. Networking is crucial to building and maintaining a successful business. It’s the best and most effective way to stay cutting edge with knowledge and information, market your business, develop a client base, and develop a support network. Whether you do it by getting out to professional association meetings, joining a listserv on the Internet, or staying in touch by telephone and e-mail, you’ve got to make new connections all the time and stay in touch with old ones. You need to nurture and develop relationships. You also have to develop your social skills and force yourself, if necessary, to overcome your shyness and fear about meeting and talking to new people. Fortunately, this is something you can get better at with practice and by reading related “how-to” books.
6. Customer service rules. Distinguish yourself with service. Treat your customers well, and they’ll always come back to you. Go the extra mile for them, do something extra, and they’ll never forget you. Treat them with the utmost respect and concern for their welfare in everything you do, and you’ll never go hungry. Motivational speaker Zig Ziglar says, “You can have anything you want if you give enough other people what they want.” This has been my mantra throughout my business years.

### Realities Of Business Ownership

While contemplating whether or not to take the plunge into entrepreneurship, consider some of the facts:

- It takes time and money to build any business or consulting practice. Nothing happens overnight. Even if you pick up clients or contracts immediately, you’ll have start-up expenses over the first few years. You’ll be reinvesting any profits you make

*Nursing That Works continued from page 10*

back into the business as it grows and develops. These expenses will include marketing material design and printing, which will need to be upgraded as your business develops, and website development and upgrades. You'll be investing in capital equipment for your office that it may take a few years to pay off. You'll need money for licenses, fees, and professional services. You have to be willing to hang in there and keep at it through the lean years. It can take years to become profitable.

- People may treat you differently. The prospect of owning a business intimidates some people; therefore, others may be intimidated by you when they learn you're self-employed. They may also assume you are rich, equating business ownership with wealth. Others may label you lucky or opportunistic, having no concept of how hard you've worked to get where you are... all the hours, all the sacrifices, all the risks, and all the knowledge and skill that had to be acquired.
- You need to remain flexible and always stay ahead of the curve. Many outside factors can affect your business, such as new technology, emerging trends, changes in reimbursement, world events, and consumer needs and interests. You have to be willing and able to adjust to those changes. When I started my business in the mid-'90s, nurses were flocking to my seminars. In the late '90s, as the job market began to shift once again and online learning became popular, seminar attendance dropped off. Although I continued to do some seminars, I had to shift gears and seek more speaking engagements from associations, hospitals, and schools. You've got to keep moving forward. I also developed a home study version of Career Alternatives for Nurses™ as another source of income. Multiple streams of income derived from multiple products and services help to increase your cash flow and serve a broader client base.
- Learn business basics. You might be thinking, "I want to be self-employed, but I hate the business and marketing part." Believe it or not, many entrepreneurs feel that way. We want to "do our thing" and let someone else worry about running the business. That would be nice, but it's not practical or realistic. The good news is that anyone can master business skills. I started by reading books in the public library on business basics. You can also take courses, such as those offered online or at a local community college by the Small Business Administration ([www.sba.gov](http://www.sba.gov)) or Small Business Development Centers. If you don't pay attention to the bottom line, you'll be out of business.
- Market all the time. The famous movie quote,

"If you build it, they will come" does not apply to business. You can have the best product or service, but if no one knows you exist, you're sunk. Marketing isn't just about print ads and mailings. It's about being active and visible in all the right places, including related professional associations, industry publications and conventions, the World Wide Web, the media, networking events, etc. I knew absolutely nothing about marketing and public relations when I started my business. But I became a marketing and publicity whiz by reading books, taking courses, and consulting with experts. It's all part of the learning process.

**Good Things**

Despite all the challenges and hard work, business ownership offers many rewards. After all, that's why those of us who do it, love it. One of the things I value most as an entrepreneur is the flexibility I have with my time and schedule. Sure, I have to be in certain places at certain times and have lots of deadlines to meet. But for all intents and purposes, my time is still my own. It allows me to better tend to the needs of my family, take time off when I need and want to, and sometimes be more spontaneous in my life rather than locked into a rigid schedule governed by someone else.

Self-employment also offers the opportunity for unlimited earning potential. When you work for someone else, there is just so far you can go with salary until you hit a ceiling. With business ownership, the world is your oyster. You can choose to have a small, part-time business that yields supplemental income, or you can go for the gold and turn your passion into a full-time operation that grows and develops with time and experience.

Creative freedom is also something I value as an

entrepreneur. I do things my way, the way I want to see them done. I bring my own vision to fruition. I can try out my ideas and be as creative as I want. I don't have to present things to a committee, write up any proposals, or get approval from anyone. I research things, discuss them with people in the know, listen to what my clients want and need, and then move forward. Creativity breeds more creativity. When you are free to think and try and experience and do, your mind begins to open up to even other possibilities. This paves the way to self-actualization.

Today, ten years after starting my business, I can hardly believe how far I've come, how much I've grown as a person and a professional, and how much more about the world and myself I've learned. I have more confidence, more joy, more enthusiasm, and a greater capacity to care and to give. Have I made any mistakes? Plenty. Do I have any regrets? None at all. Do I still get scared when I have to do something new? You better believe it. But that's all part of learning and growing. You truly can do anything you put your mind to. I'm living proof of that. I'm "living large" and loving every minute of it.

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*Donna Cardillo, RN, MA is the Career Guru for Nurses. She is a keynote speaker, Dear Donna columnist for the Gannett Healthcare Group, and author of Your 1st Year as a Nurse and The ULTIMATE Career Guide for Nurses. [www.dcardillo.com](http://www.dcardillo.com).*

# A Story of Success: Norfolk Breaks Ground on New Nursing College

Norfolk, Nebraska is the hometown of Johnny Carson, the former king of late night comedy. The city of 23,000 in northeast, Nebraska, and the surrounding region, also has 15 percent of the state's population with favorable demographics that show growth and a strong economy.

But, a significant workforce shortage, a growing demand for health services, and the associated need to increase the number of nurses with bachelor's and graduate degrees, threatens the health of the community and its economic vitality. Nebraska Sen. Mike Flood, the state senator representing the area, recognized something had to be done. It's estimated there will be a shortfall of 1,216 full-time nurses by 2010 and by 2020 a shortfall of 3,838 full-time nurses.

So three years ago, Flood met with University of Nebraska President J.B. Milliken to make a case to create a division of the University of Nebraska Medical Center College of Nursing located in Norfolk.

The feat would not be complete without overcoming other significant challenges, including raising private money to build the facility, securing ongoing costs for operations funded by the state, recruiting faculty and securing clinical sites to train students.



With a pioneering spirit the community raised \$11.9 million in private funds to build a facility to establish a nursing college. The fundraising goal exceeded expectations and is believed to be the largest campaign amount ever raised in northeast Nebraska. The land on which the facility now is being built was donated.

In May, Nebraska Gov. Dave Heineman sealed the deal when he signed a budget that provides annual operating costs for the new college, which is scheduled to open in August 2010.

"This public-private partnership is unique," said Virginia Tilden, D.N.Sc., dean of the UNMC College of



Sen. Mike Flood



Dr. Virginia Tilden

Nursing headquartered in Omaha, with divisions currently in three other locations across Nebraska. "It started with a feasibility study, and in the end, forces made it happen."

Partners included Northeast Community College, Faith Regional Health Services, area hospitals, the city of Norfolk, the surrounding Madison County, and others. In tough budget times, University of Nebraska President J.B. Milliken and the Board of Regents made it one of their funding priorities.

The University of Nebraska Medical Center College of Nursing Northern Division will be housed in a 43,747 gross square-foot, state-of-the-art facility on the Northeast Community College campus. The facility, which is named J. Paul and Eleanor McIntosh College of Nursing after a Norfolk couple known for their philanthropy, also will house Northeast Community College's licensed practical nursing and associate degree nursing programs.

"This is about nursing students being able to live and work in their communities while pursuing a bachelor's or graduate degree," Dr. Tilden said. "Research shows students tend to stay in the area in which they are educated and practice. If they go away to school, they may not return."

"An extraordinarily strong show of support from all sectors of the Norfolk community and surrounding areas was critical for this initiative to be successful. Everyone put aside singular interests to focus on the well-being of northeast Nebraska," she said. Dr. Tilden said leaders in northeast Nebraska recognized the collective potential of such a partnership.

"Traditionally, community colleges and undergraduate institutions have different models of education, different requirements and are typically isolated from each other," she said. "The model we have may be useful in other parts of the country, particularly in these difficult economic times. No longer can our public universities rely on support solely from the state."

The college, which will serve a 20-county region, will be the first and only publicly-supported college in northeast Nebraska to offer the first baccalaureate nursing and graduate degree program. It will admit 48 students each year in its bachelor's degree program, and 10 to 20 in its master's degree and doctoral programs.

## News Briefs

### SAVE THE DATE! NP Conference is Coming!

Mark your calendars now for the 19th annual Nebraska Nurse Practitioners' Conference. The conference will be in Lincoln at the Cornhusker Marriot Hotel, February 18-20, 2010. This year's theme is "Expecting Excellence."

Your evaluations have been very valuable in shaping the next conference and we have taken them seriously. A variety of topics will be available, including plenty of pharmacology hours and plenty of geriatric, adult and pediatric content to choose from.

We are excited to organize another great conference! To learn more please visit our website at [www.nebraskanp.org](http://www.nebraskanp.org). Registration will begin in January 2010.

### NAOHN Fall Conference: "What's Next in Occupational Health?"

The Nebraska Association of Occupational Health Nurses will hold its annual Fall Conference on September 18 and 19 in Lincoln. Registration rates are available for both days or for one day. Lunch and breaks are included with the registration fee.

The conference, "What's Next in Occupational Health?", will feature a variety of speakers and topics pertaining to occupational health. They include:

- Peggy Prinz Luebbert: Respiratory Protection
- William Hertzler: Workplace Violence
- Georgette Kingcade: Understanding the Multi-generational Workforce
- Doug Fletcher, OSHA: What our Experienced Workers Need
- Doug Kavanaugh PT: Work Injuries
- James Mayer MD: Fit for Duty
- Jeff Martin: Can Hypnosis Improve your Employees' Health?

For further details and a printable brochure, see [www.naohn.org](http://www.naohn.org). Contact persons are Kris Kusik, Conference Planning Chairperson at 402-476-2600, [kkusik@lpta-nohc.com](mailto:kkusik@lpta-nohc.com) or Cathy Parker, NAOHN President at 402-481-8946, [catherine.parker@bryanlgh.org](mailto:catherine.parker@bryanlgh.org).





# Nebraska Nurses Association Membership Application

PO Box 82086, Lincoln, NE 68501-2086 • (402) 475-3859 • Fax: (402) 328-2639 • admin@nebraskanurses.org

Please type or print clearly. Please mail your completed application with payment to: NNA, PO Box 82086, Lincoln, NE 68501-2086

Date \_\_\_\_\_

Last Name/First Name/Middle Initial \_\_\_\_\_ Home Phone Number \_\_\_\_\_

Credentials \_\_\_\_\_ Home Fax Number \_\_\_\_\_ Basic School of Nursing \_\_\_\_\_

Home Address \_\_\_\_\_ Work Phone Number \_\_\_\_\_ Graduation (Month/Year) \_\_\_\_\_

City/State/Zip Code + 4 \_\_\_\_\_ Work Fax Number \_\_\_\_\_ RN License Number/State \_\_\_\_\_

County \_\_\_\_\_ Position \_\_\_\_\_

Email Address \_\_\_\_\_ Employer \_\_\_\_\_

### Membership Dues Vary By District

**Membership Option**

- M-ANA/NNA/District Membership** (chart below)  
(Includes full membership to NNA and the American Nurses Association (ANA) for 12 months.)
- D-NNA/District Membership** (chart below)  
(Full membership only. Includes NNA membership benefits limited to state and district membership.)

**Membership Category**

- F-Full Membership**
  - Employed full-time
  - Employed part-time
- R-Reduced Membership**
  - Not employed
  - Full-time student (must be a RN)
  - New graduate from basic nursing education program, within six months of graduation (first membership year only)
  - 62 years of age or older and not earning more than Social Security allows
- S-Special Membership**
  - 62 years of age or over and not employed
  - Totally disabled

Select your NNA district from the map at right; choose the correct membership option chart below; and find the appropriate dues for the category you have selected above. State nurses' association dues are not deductible as charitable contributions for tax purposes, but may be deductible as a business expense.

Under the Omnibus Budget Reconciliation Act of 1993, that portion of your membership dues used by Nebraska for lobbying expenses is not deductible as an ordinary and necessary business expense. NNA reasonably estimates that the non-deductible portion of dues for the 2007 tax year is 31%.

Sponsor name and member # \_\_\_\_\_

**Payment Plan (please check)**

- Full Annual Payment**
  - Membership Investment \_\_\_\_\_
  - ANA-PAC (Optional - \$20.05 suggested) \_\_\_\_\_
  - Total dues and contributions \_\_\_\_\_
  - Check (payable to ANA)
  - Visa
  - MasterCard
- Payroll Deduction**  
This payment plan is available only where there is an agreement between your employer and NNA to make such deduction.  
Payroll Deduction Signature\* \_\_\_\_\_

**Payment Plan (please check)**

- Epay (Monthly Electronic Payment)**  
This is to authorize monthly electronic payments to ANA. By signing on the line, I authorize NNA/ANA to withdraw 1/12 of my annual dues and any additional service fees from my account.
  - Checking** : Please enclose a check for the first month's payment; the account designated by the enclosed check will be drafted on or after the 15th of each month.
  - Credit card** : Please complete the credit card information and this credit card will be debited on or after the 1st day of each month.

Epay Authorization Signature\* \_\_\_\_\_

- Annual Credit Card Payment**  
This is to authorize annual credit card payments to ANA. By signing on the line, I authorize NNA/ANA to charge the credit card listed for the annual dues on the 1st day of the month when the annual renewal is due.

Annual Credit Card Authorization Signature\* \_\_\_\_\_

\*By signing the Epay or Annual Credit Card authorizations, you are authorizing ANA to change the amount by giving the above-signed thirty (30) days advance written notice. Above signed may cancel this authorization upon receipt by ANA of written notification of termination twenty (20) days prior to the deduction date designated above. Membership will continue unless this notification is received. ANA will charge a \$5 fee for any returned drafts of chargebacks.

**To be completed by NNA/ANA**

Employer code \_\_\_\_\_  
State \_\_\_\_\_ District \_\_\_\_\_  
Approved by \_\_\_\_\_ Date \_\_\_\_\_  
Expiration Date \_\_\_\_\_ Amount Rec'd \_\_\_\_\_  
Check # \_\_\_\_\_



**NNA Districts**

**Credit Card Information**

Bank Card Number and Expiration Date \_\_\_\_\_  
Authorization Signature \_\_\_\_\_  
Printed Name \_\_\_\_\_  
Amount \$ \_\_\_\_\_

2009 ANA/NNA/District Option Membership Dues by District				2009 NNA/District Option Membership Dues by District			
District	Monthly epay* (\$)		Annual Dues (\$)		District	Monthly epay* (\$)	Annual Dues (\$)
	Full (MF)	Reduced (MR)	Full (MF)	Reduced (MR)		Full (DF)	Full (DF)
1	21.79	11.15	255.50	127.75	1	15.29	177.50
2	23.25	11.88	273.00	136.50	2	16.75	195.00
3	23.00	11.75	270.00	135.00	3	16.50	192.00
4	21.83	11.17	256.00	128.00	4	15.33	178.00
5	21.50	11.00	252.00	126.00	5	15.00	174.00
6	20.92	10.71	245.00	122.50	6	14.42	167.00
7	22.58	11.54	265.00	132.50	7	16.08	187.00
9	20.92	10.71	245.00	122.50	9	14.42	167.00

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\*Monthly epay includes \$.50 service charge (eff. 1/04)