

WSNA E&GW



# Leadership Conference

Campbell's Resort • Chelan, Washington



*September 26-29, 2009*



Is Your Local Unit Ready for Negotiations? • "HIPAA - Grievance Through Arbitration"  
Preparing for Negotiations: Media Training • Take Action - It's Time to Turn Up the Heat  
Nursing Workflow - Can Technology Really Help? • Truths for Your Future  
Labor History: From Coal Miners to Nurses in Kentucky  
7 Ways to Blow the Doors off 'Business as Usual'  
Our New National Union - NFN President Barbara Crane

Featuring the Annual WSNA  
Local Unit Awards Banquet:

***"Under the  
Tropical Sun"***

**WSNA** WASHINGTON STATE  
NURSES ASSOCIATION



2009 E&GW Leadership Conference  
**Registration Form**

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Informal First Name \_\_\_\_\_  
Credentials \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_  
Years of WSNA Membership \_\_\_\_\_  
# of Leadership Conferences Previously Attended \_\_\_\_\_

**T-Shirt Size**  
*Circle gender and size below*

Women's				Men's			
<input type="checkbox"/> XS*	<input type="checkbox"/> S	<input type="checkbox"/> M	<input type="checkbox"/> L	<input type="checkbox"/> XL	<input type="checkbox"/> 2XL	<input type="checkbox"/> 3XL	<input type="checkbox"/> 4XL

\* Extra-small shirts available in women's version only

**Breakout Education Sessions**

*Make one selection for each session below*

**Session 1** (Monday, 2:00pm - 3:30pm)

- 1A.** HIPAA Grievance / Arbitration
- 1B.** Preparing for Negotiations: Media Training
- 1C.** Is Your Local Unit Ready for Negotiations?

**Session 2** (Tuesday, 9:30am - 11:00am)

- 2A.** HIPAA Grievance / Arbitration
- 2B.** Preparing for Negotiations: Media Training
- 2C.** Take Action: It's Time to Turn Up the Heat!

**Fees**

Attendance Fee: \$300

Additional guests at the Awards Banquet:

Yes, I will have \_\_\_\_\_ guests at \$25 each

**Total Amount Due to WSNA:**

\$ \_\_\_\_\_

**Payment**

**Check / Money Order** payable to WSNA

**Visa / Mastercard**

Card Number

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Exp Date \_\_\_\_\_ / \_\_\_\_\_

\_\_\_\_\_

Print Cardholder's Name

\_\_\_\_\_

Cardholder's Signature

**Local Unit**

My registration fee is to be paid by

\_\_\_\_\_

Local Unit

\_\_\_\_\_

Signature of Local Unit Chair/Co-Chair

**Return this form to WSNA by mail to  
575 Andover Park West, Suite 101, Seattle, WA 98188  
or fax it to (206) 575-1908.**

*For questions or special needs, call 206.575.7979 or email wsna@wsna.org.*

**8.5 continuing nursing education contact hours will be awarded to those conference attendees who are present for the entire event.**

The Washington State Nurses Association (OH-231, 8/31/09) is an approved provider of continuing nursing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

**Please note:** to receive contact hours for WSNA continuing education, the participants must be physically present for 100% of the content being presented. This includes any discussion, questions and answers that may result from the presentation.

# WSNA E&GW Leadership Conference



September 26, 2008 - September 29, 2009 • Campbell's Resort • Chelan, Washington

Saturday, September 26, 2009

2:00PM - 6:00PM

## Cabinet on Economic and General Welfare meeting

Sunday, September 27, 2009

9:00AM - 12:00PM

## Cabinet on Economic and General Welfare meeting

12:00PM - 1:30PM

## Early Registration

1:30PM - 6:30PM

## Fall Local Unit Council Meeting

All are welcome to attend.

Monday, September 28, 2009

9:00AM - 9:30AM

## Welcome

9:30AM - 10:30AM

## Truths for Your Future

- Sally Watkins, PhD, RN, Dir. of Nursing Practice, Education & Research

*What are the salient truths frequently forgotten, yet sustainable for a lifetime?*

10:30AM - 11:00AM

## Break

11:00AM - 12:00PM

## 7 Ways to Blow the Doors off 'Business as Usual'

- Lorraine A. Seidel, MA, RN, Dir., E&GW Program, NYSNA

12:00PM - 2:00PM

## Break



2:00PM - 3:30PM

## A. HIPAA Grievance / Arbitration

- Kathi Landon, RN, Senior Nurse Representative
- Tim Sears, JD, General Counsel

*Hear and discuss a recent discipline case that was an alleged HIPAA violation starting from the initial investigation, the steps of grievance, through the arbitration decision. You will be able to identify the critical elements that produced a successful outcome.*

## B. Preparing for Negotiations - Media Training

- Anne Tan Piazza, Dir. of Governmental Affairs, Communications, & Membership
- Lillie Cridland, Communications Specialist

*Being comfortable talking with the media and having a clear and compelling message are critical elements for a successful contract campaign. WSNA media relations staff will help you learn skills and techniques that you will need to achieve success.*

## C. Is Your Local Unit ready for Negotiations?

- Debi Bessmer, BSN, RN, Nurse Representative
- Kathy Ormsby, BSN, RN, Co-Chair of Sacred Heart Medical Center Local Unit

*Hear one Local Unit's proactive plan for ensuring they are ready for difficult negotiations. Discuss the methods and strategies the leaders have used to communicate, increase involvement of members and raise awareness of their Local Unit members.*

3:30PM - 4:00PM

## Break

4:00PM - 5:30PM

## Nursing Workflow - Can Technology Really Help?

- Monique Lambert, Principal Investigator of Clinical Practices Research, Digital Health Group, Intel Corporation

*It's not about the technology... It's about the work that nurses are trying to get done. How can we improve the fit between people, practices, and technology?*

6:30PM

## Welcome Reception

7:30PM

## E&GW Local Unit Awards Banquet

*The highlight of the Leadership Conference, when we honor the outstanding nurses who represent WSNA and their fellow nurses in their Local Units.*

Theme for this year's banquet: **"Under the Tropical Sun"**

*Join us for a celebration, a no host bar, a great meal with good friends, and lots of fun.*



Tuesday, September 29, 2009

7:30AM - 8:30AM

**Breakfast**

8:30AM - 9:30AM

**Labor History: From Coal Miners to Nurses in Kentucky**

- Sally Baque, RN (Tacoma General Hospital)
- Barbara Frye, BSN, RN, Dir. of Labor Relations
- Jan Bussert, BSN, RN, Nurse Organizer

*Learn about struggles of United Mine Workers in the coal mines of Kentucky. What is the status of the labor movement in Kentucky today? Be inspired by a life changing, modern day strike with the Kentucky Nurses Association in 2007, along with WSNA staff and members who walked the picket lines with the incredible Kentucky nurses.*

9:30AM - 11:00AM

**A. "HIPAA" - Grievance Through Arbitration**

- Kathi Landon, RN, Senior Nurse Representative
- Tim Sears, JD, General Counsel

*Hear and discuss a recent discipline case that was an alleged HIPAA violation starting from the initial investigation, the steps of grievance, through the arbitration decision. You will be able to identify the critical elements that produced a successful outcome.*

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**C. Take Action: It's time to Turn Up the Heat!**

- Jan Bussert, BSN, RN, Nurse Organizer
- Tara Goode, BA, BSN, RN, Nurse Organizer
- Mara Kieval, BSN, RN, Nurse Organizer

*Learn how to plan and implement successful rallies, informational pickets, vigils and other fun activities which demonstrate the solidarity and power of your Local Unit.*

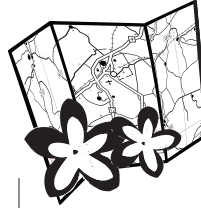
11:00AM - 11:45AM

**Break / Check out**

11:45AM - 12:45PM

**National Federation of Nurses - Our National Union**

- Barbara Crane, RN, President of NFN



## Location and Directions

Campbell's Resort is located in the city of Chelan, near the center of Washington State. It is 180 miles east of Seattle and 160 miles west of Spokane. Major airline service is available from Wenatchee, 36 miles south of Chelan.

Contact Campbell's at 800-553-8225 or 509-682-2561; reference Registration Group Code: **WSNA**.

### From Spokane / Eastern WA

**To Chelan via Hwy 2:**

1. Take Hwy 2 West to Orondo
2. From Orondo, take Hwy 97 North for 22 miles
3. Turn Left onto Hwy 150, follow for 3.9 miles
4. Continue forward as Hwy 150 becomes Woodin Ave.
5. Campbell's Resort is on the right (lake side)

### From Seattle / Western WA

**To Chelan via I-90 / Snoqualmie & Blewett Passes:**

1. Take I-90 East to Exit #84 (Wenatchee) at Cle Elum
2. Take Hwy 97 for approximately 35 miles
3. Hwy Ends at Junction of Hwys 2 & 97. Turn Right toward Wenatchee and go approximately 15 miles.
4. Upon reaching Wenatchee, exit onto US 97 Alternate (Northbound)
5. Continue North on Hwy 97 Alternate 35 miles to Chelan
6. Turn Left at Peterson's Condominiums onto Woodin Avenue
7. Cross bridge; Campbell's Resort is on the left (lake side)

**To Chelan via Hwy 2 / Stevens Pass:**

1. Take Hwy 2 East over Stevens Pass
2. Just before Wenatchee, take the Chelan exit onto Hwy 97 Alternate
3. Continue North on Hwy 97 Alternate to Chelan
4. Turn Left at Peterson's Condominiums onto Woodin Avenue
5. Cross bridge; Campbell's Resort is on the left (lake side)



Visit us online at  
[www.wsna.org/Leadership](http://www.wsna.org/Leadership)