



EMERGENCY NURSES ASSOCIATION

SAFE PRACTICE, SAFE CARE

**STATE AND CHAPTER  
LEADERS CONFERENCE 2012**

**ILLUMINATE  
& EMPOWER**

**FEBRUARY 22-26 • NEW ORLEANS**



## WEDNESDAY, FEBRUARY 22, 2012

2– 6 p.m.

### ENA Board of Directors Meeting (All ENA members welcome)

Room: Hotel Montelone Queen Anne Ballroom

4 - 7 p.m.

### Registration

Room: Lobby J, Level 1

7 – 8:30 p.m.

### State and Chapter Leaders Networking Reception

Room: Hotel Montelone, La Nouvelle Orleans Ballroom

## THURSDAY, FEBRUARY 23, 2012

(Thursday sessions held at New Orleans Convention Center)

8 – 8:45 a.m.

### Continental Breakfast: Networking with Your Board Liaison

Room: 293-296

Get to know your board liaison and learn about his/her roles in more detail. This is also an opportunity for you to share ideas, discuss issues and concerns you may have as a leader in your state or chapter. You will also have a chance to meet and mingle with your 2012 ENA President, Gail Lenehan, EdD, MSN, RN, FAEN, FAAN and ENA Executive Director, Susan M. Hohenhaus, MA, RN, CEN, FAEN to share your vision for the future, discuss issues and concerns, or ask any questions you may have. Don't miss out on this excellent networking opportunity.

8:45 – 9:15 a.m.

### Welcome/ENA Report

Gail Lenehan, EdD, MSN, RN, FAEN, FAAN, 2012 ENA president; Susan M. Hohenhaus, MA, RN, CEN, FAEN, ENA executive director

### ENA Foundation Report

Laura Giles, BS, RN, 2012 ENA Foundation chairperson

Room: 293-296

9:15 – 10:00 a.m.

### GENERAL SESSION: Governance, Liability, Taxes....Oh My! Association Law Made Simple

Room: 293-296

Kimberly Pendo, ENA legal counsel

ENA's legal counsel will explain the key legal issues that affect not-for-profit organizations. This will be a fast-paced review of state incorporation and registration, corporate governance, tax exempt status, conflicts of interest, minutes and recordkeeping, liability and insurance, and other important matters. Ms. Pendo promises a plain-english presentation – no legalese with plenty of opportunity to ask questions.

10 – 10:45 a.m.

### Concurrent Sessions Building Future Leaders

Room: 286-287

Facilitator: Susan M Hohenhaus, MA, RN, CEN, FAEN,  
ENA Executive Director

This networking session will focus on creating opportunities to foster and nurture new and emerging volunteer leaders. With effective planning, we can build and strengthen leadership among our (new and long-term) members through existing programs and opportunities. The experiences and knowledge of future leaders and volunteers can be strengthened and leveraged when we provide opportunities for them to grow and build skills by asking them to take on new responsibilities and by providing access to training, coaching, mentoring, and other leadership development opportunities.

### Treasurer Development

Room: 288-289

Speaker: Ed Rylko, ENA deputy executive director

Take a tour of the *ENA Reference Guide for State Treasurers* including topics such as role of the treasurer, annual budgets, IRS requirements, bank signatory cards and other banking issues. This forum will allow both rookies and veterans to ask questions, network and learn from each other.

### Demystifying Bylaws, Policies, and Procedures

Room: 291

Speaker: Michael Moon, MSN, RN, CEN, CNS, FAEN, ENA director

Join this informative discussion about working with state council or chapter bylaws and procedures. Discussion points will include revising bylaws to ensure that they are in compliance with ENA national bylaws, timelines for reviewing and revising bylaws, and most importantly, ensuring that clear and concise language in proper bylaws format is used. This session will also discuss the difference between bylaws and policy and procedures and how to effectively reference them in bylaws. Information will also be provided how bylaws can effect an organization legally from a corporation standpoint. Feel free to bring your own bylaws with any questions you may have, there will be plenty of time for interactive discussion.

### Media Training

Room: 292

Speaker: Anthony Phipps, ENA chief communications strategist

In order to be an effective advocate for the profession of emergency nursing, having a public presence in the media is essential. This session will focus on the basics of reaching out to the media, getting press and interacting with other ENA volunteer leaders in your state to maximize your media relations efforts.

10:45 – 11 a.m.

### Break

Room: 293-296 Foyer

11 – 11:45 a.m.

## Repeat Concurrent Sessions

### Building Future Leaders

**Room: 286-287**

Facilitator: Susan M Hohenhaus, MA, RN, CEN, FAEN,  
ENA Executive Director

This networking session will focus on creating opportunities to foster and nurture new and emerging volunteer leaders. With effective planning, we can build and strengthen leadership among our (new and long-term) members through existing programs and opportunities. The experiences and knowledge of future leaders and volunteers can be strengthened and leveraged when we provide opportunities for them to grow and build skills by asking them to take on new responsibilities and by providing access to training, coaching, mentoring, and other leadership development opportunities.

### Treasurer Development

**Room: 288-289**

Speaker: Ed Rylko, ENA deputy executive director

Take a tour of the *ENA Reference Guide for State Treasurers* including topics such as role of the treasurer, annual budgets, IRS requirements, bank signatory cards and other banking issues. This forum will allow both rookies and veterans to ask questions, network and learn from each other.

### Demystifying Bylaws, Policies, and Procedures

**Room: 291**

Speaker: Michael Moon, MSN, RN, CEN, CNS, FAEN, ENA director

Join this informative discussion about working with state council or chapter bylaws and procedures. Discussion points will include revising bylaws to ensure that they are in compliance with ENA national bylaws, timelines for reviewing and revising bylaws, and most importantly, ensuring that clear and concise language in proper bylaws format is used. This session will also discuss the difference between bylaws and policy and procedures and how to effectively reference them in bylaws. Information will also be provided how bylaws can effect an organization legally from a corporation standpoint. Feel free to bring your own bylaws with any questions you may have, there will be plenty of time for interactive discussion.

### Media Training

**Room: 292**

Speaker: Anthony Phipps, ENA chief communications strategist

In order to be an effective advocate for the profession of emergency nursing, having a public presence in the media is essential. This session will focus on the basics of reaching out to the media, getting press and interacting with other ENA volunteer leaders in your state to maximize your media relations efforts.

11:45 a.m. – 12:45 p.m.

## State and Chapter Leaders Networking Luncheon

**Room: 293-296**



Thank you to Blue Jay Consulting,  
the State and Chapter Leaders Networking Luncheon sponsor.

This year's luncheon for state leaders, exclusively sponsored by Blue Jay Consulting, will feature the presentation of the first Blue Jay Consulting/Emergency Nurses Association Outstanding Nurse Leader of the Year Award. The award recognizes a nursing leader who demonstrates significant collaboration with emergency medicine to improve patient care.

12:45 – 12:55 p.m.

## 2011 President-elect Address

**Room: 293-296**

JoAnn Lazarus, MSN, RN, CEN, ENA president-elect

1 – 3 p.m.

## Power Learning

Each power session is packed with various related skill-sets giving you the opportunity to acquire a vast amount of information with your fellow colleagues in areas that tie into your leadership roles. Don't miss out on this excellent "power" learning opportunity. Session switches will occur every hour with the chance to attend up to two power sessions.

### Power Learning – Session 1

#### • Government Affairs • Press Secretary - New

**Room: 286-287**

Speakers: Kathi Ream, ENA director, government affairs; Anthony Phipps, ENA chief communications strategist

ENA is the voice of emergency nursing. Learn how the new role of Press Secretary in your states and chapters can reach out to the media, place stories and get the word out about the issues important to your members. You also will learn and network with ENA staff and fellow colleagues about the role and function of government affairs at the state level. Know what your resources are to influence legislation impacting the practice of emergency nursing and effectively advocate for quality patient care, injury prevention and wellness promotion.

### Power Learning – Session 2

#### • Print on Demand – New Benefit • Membership • My ENA – Member Community

**Room: 291**

Speakers: Beth Bernardi, ENA officer, marketing and membership; Judie Cruse, ENA director, member services; Deb Zirkle, ENA director, web services

ENA has established a new benefit for state councils and chapters to help personalize and manage your state/chapter logos, stationary, membership and marketing materials at your convenience. Learn where and how to access your individual state/chapter Print on Demand areas on the internet and all that is available to you at your fingertips. In addition, leaders will learn various strategies for recruiting and retaining members, promoting activities or benefits available to members at the state and local level as well as the national level; annual membership campaigns; and regular monitoring of the state's membership growth. With a new design and easier functionality, the ENA member's only social community offers many tools and resources that will improve your methods of communication to your constituents.

### Power Learning – Session 3

#### • TNCC/ENPC Course Operations • Fundraising – New

##### Room: 292

Speakers: Maureen Howard, ENA director, course operations; Pierre Désy, ENA chief development officer

The role of the trauma and pediatric chairperson includes monitoring the quality of the TNCC and ENPC courses and instructors in their state, as well as assisting in the continuing dissemination of the courses, in accordance with the Course Administrative Procedures. Let's talk about the ENA communications, online reports, and tools that help facilitate these goals. Learn more about the new online course management tool, eCourseOps – what is available now, and what is planned for future releases of this tool. Be prepared to share best practices with your colleagues. You will also learn about various fundraising opportunities within your own states; how fundraising can provide educational scholarships or grant opportunities to your members and; state regulations pertaining to fundraising in your states.

### Power Learning – Session 4

#### • General Assembly • Resolution Writing

##### Room: 288-289

Speakers: Jeff Jordan, chairperson, ENA Resolutions Committee; Michael Moon, MSN, RN, CEN, CNS, FAEN, ENA Resolutions Committee board liaison

Thinking about writing a resolution or bylaws amendment for the 2012 ENA General Assembly or beyond? Have an idea or concept that relates to the nursing profession and you're not

sure how to bring it together as a resolution? Come learn and discuss the process and resources available to you as well as how the development of a resolution is an excellent addition to your nursing career portfolio. General Assembly preparations are just around the corner. Also join in on discussions and practice sharing about your General Assembly preparations including; delegate selections and delegate training.

3 – 3:15 p.m.

#### Break

Room: 293-296 Foyer

3:15 – 4:45 p.m.

#### The WOW Factor: Ways to Create the WOW for Your Members

Room: 293-296

Facilitator: Diane Gurney, MS, RN, CEN, 2010 ENA past president

At this interactive forum, hear from your fellow state and chapter leaders as they share stories about ways they are making a difference (the WOW) with their members. Attendees will also have the opportunity to ask questions or share how they have "WOWed" members.

4:45 - 5 p.m.

#### Closing Remarks

Room: 293-296

Gail Lenehan, EdD, MSN, RN, FAEN, FAAN, 2012 ENA president

ENA wishes to express its sincere gratitude to these 2012 sponsors.\*

Thanks to their generous support, ENA is able to continue to provide relevant services and educational programs to improve your practice of emergency nursing.

### Strategic Sponsors

**stryker**<sup>®</sup>  
**vidacare**

\*As of print time

### Strategic Supporters

**Hill-Rom**

### Leadership Conference Supporters

  
**Gebauer Company**

**PHYSIO  
CONTROL**