



Transformational Leaders
for Transformational Times

PLEASE NOTE:
Conference room rates must be secured by August 18, 2009 and the Early Registration Deadline is also August 18, 2009.

The Sixteenth Annual

**Northwest Organization of Nurse Executives
& Nurse Leaders Educational Program
and Meeting of the Membership**

September 9 - 11, 2009

Balancing Cost and Quality in Health Care: A Leadership Art



in conjunction with the

**NWONE 2009 Annual Fall Membership Meeting
September 11, 2009**

**Portland Marriott Downtown Waterfront
1401 SW Naito Parkway | Portland, Oregon
503-226-7600**



John Nance
Founding member of the National Patient Safety Foundation, author, public speaker and thought leader in Health Care Quality



Linda Elder
President of the Foundation for Critical Thinking, Executive Director of the Center for Critical Thinking and Educational Psychologist



Kathleen Vollman
Critical Care Clinical Nurse Specialist, Educator and Consultant in Quality, Expert Practice and Evidence Based Practice



Tim Porter-O'Grady
Senior Partner Tim Porter-O'Grady Associates, Inc., Association Professor, Leadership Scholar, Arizona State University

ABOUT THE FALL EDUCATIONAL PROGRAM

NWONE hosts an annual fall program each year to allow nurse leaders from across the Pacific Northwest to come together for professional fellowship, renewal and for stimulating learning. As we come together as an association, we also come **in** association to address issues of mutual concern. Working together through NWONE allows us to collaborate in learning and to problem solve so that we can uncover those areas where there is strength in numbers, areas where by standing together in association we can be more effective than any one of us could be alone. This conference is meant to stimulate our thinking about the ways we approach the balance of cost and quality, especially in this very challenging economic climate. We will hear keynotes from nationally recognized leaders in the areas of quality, patient safety, cost, critical thinking and leadership. As new demands for accountability in quality, safety and the costs of care emerge, new models of thinking and problem solving will be required of all of us. NWONE hopes to set the stage, with this conference, to facilitate your progress in these areas.

This year NWONE is again offering three pre-conferences to the Fall program. Our third annual **Legislative Boot Camp** will be provided with opportunity for members from both states to learn about the legislative process including how to testify, to hear the outcomes of the 2009 legislative session, to learn what bills or legislative activity are anticipated for the 2010 session and to hear from and meet some of our legislators. We hope you will be there.

We will also have **two half-day pre-conferences on CALNOC**, the NWONE endorsed system for collection and measurement of nurse sensitive quality indicator data. Session one from 8:30am – 12 noon will be an orientation for any hospital considering enrollment in CALNOC or enrollees who either have new employees or continue to have questions. Session two will be from 1pm to 4:30pm and will be an overview of the Medication Administration process with observer training. All currently enrolled CALNOC sites will want to have their site coordinators and quality staff attend this session, and others are invited as well. These two sessions can be attended together or separately.

A dinner on Thursday evening will honor our out-going president Connie Huber and will provide a unique opportunity to hear from and meet **John Nance** the nationally acclaimed thought leader, broadcast analyst, speaker and author on patient safety and health care quality. John's most recent book, *Why Hospitals Should Fly*, has been awarded national recognition in patient safety circles. Additionally John has written 18 other books including three that have been made into either motion pictures or television mini-series. Last but not least, John has been on Oprah 4 times!

Our main program will begin on Thursday morning September 10 and will include an opening keynote by **Linda Elder** a leader and educator in the area of Critical Thinking. Linda will be followed **Kathleen Vollman** who will present a two part presentation on Back to the Basics: Nursing as the Fiscal and Quality Engine of a Health Care Organization. **Sharon Birmingham**, part of the clinical research team of John Welton, will present on the work of her research team in costing our nursing services and Thursday will be closed with **Nancy Donaldson** from CALNOC speaking on Building and Leveraging Nursing Quality Evidence: The Journey and the Destination.

Friday morning, Connie Huber will lead the attendees in a meeting of the membership, providing updates to the NWONE members on current initiatives and accomplishments. After this meeting our program will end with a full day program by **Tim Porter-O'Grady** on Preparing for the Future of Health Care: Meeting Challenges for a New Age. For those of you who have heard Tim speak you know he is a gifted and visionary leader who never fails to inspire. We hope you plan to join us in what we think will be a remarkable and very enlightening program.

The fall meeting location is in the vibrant urban setting of Portland, Oregon's riverfront. The Portland Marriott Downtown Waterfront is within walking distance of high end shopping and wonderful urban restaurants and gathering places. The riverfront park offers the opportunity for exercise in a beautiful setting. Please join us for a time to not only learn, but also a time to relax and enjoy time with colleagues in the spirit of professional association. We look forward to seeing you there!



John Nance



Linda Elder



Kathleen Vollman



Sharon Birmingham



Nancy Donaldson



Tim Porter-O'Grady

FEATURED SPEAKERS

REGISTRATION INFORMATION

- ⊙ The conference registration fee does not cover the cost of your hotel room. You must make your own room reservations.
- ⊙ The room block guaranteed rates for this conference at the Portland Marriott Downtown Waterfront are:
 - Single \$159 + 12.5% tax
 - Double \$159 + 12.5% tax
- ⊙ To make hotel reservations:
 - Before August 18, 2009, go to www.nwone.org.
 - After August 18, 2009, call Patricia Zollman, HelmsBriscoe, at 1-888-326-6951
 - The room rates listed above have been guaranteed through August 18, 2009. You must make your room reservations by then to secure the rates.
- ⊙ Additional meal tickets for spouse/significant others who are attending with you may be ordered at the time your registration is submitted. Please see the registration form for details.
- ⊙ If you need vegetarian meals, please indicate on the registration form. If you have other special needs related to a disability, please add them to the registration form or call Jean Engler at 206-216-2539.
- ⊙ Early Bird registration ends for the conference and hotel on Friday, August 18, 2009. You may still register at a higher conference rate and you will not receive the guaranteed room rate at the hotel.

Registration Deadline:

Registrations must be received at the NWONE office no later than 4 pm, Tuesday, August 18, 2009 to qualify for the "before 8/18/09" rates.

Cancellation Fee:

A \$50 handling fee per person will be charged for cancellations received through August 18, 2009.

Refunds will not be made after this date. Substitutions will be accepted.

Telephone/FAX Registrations:

Telephone registrations can be made Monday through Friday, 9 am-5pm PDT, by calling Jean Engler, 206-216-2539. Telephone registrations must be charged to a VISA or MasterCard.

Secure FAX registrations can be made anytime by faxing the Registration Form to 206-577-1960. FAX registrations must be charged to a VISA or MasterCard.

LOCATION & DIRECTIONS

**Portland Marriott
Downtown Waterfront**
1401 SW Naito Parkway
Portland, Oregon 97201

Directions

For a map and driving directions, go to:

<http://www.marriott.com/hotels/maps/directions/pdxor-portland-marriott-downtown-waterfront/>

NWONE COMMISSION ON EDUCATION ROSTER

Pam Cortez

Transition Project Manager
Salem Hospital

Nan Gillette

Clinical Director
Tacoma General Hospital

Barb Hostetler

COO/CNO
Regional Hospital RCC

Jan Iverson

Chief Nursing Executive
Skagit Valley Hospital

Lori Krenos

VP, Patient Care Services
Bay Area Hospital

Virginia Lundquist

Staff Development Director
Willamette Falls Hospital

Pam Smith

Associate VP
Versant

Gladys Campbell

Executive Director
NWONE

It is permissible to copy and distribute this brochure within your organization and among colleagues.

REGISTRATION FEES

Please note: The registration fees include the following meals, unless indicated otherwise:

- **Wednesday, 9/9:** lunch for pre-conference attendees, reception, dinner
- **Thursday, 9/10:** breakfast, lunch, breaks
- **Friday, 9/11:** breakfast, lunch, breaks

Conference Events: **

	Before 8/18/09	After 8/18/09
Program and Pre-Conference 9/9 - 9/11		
Individual NWOONE Member	\$740 _____	\$820 _____
Non-Member	\$845 _____	\$910 _____
Team of 3 or more from one facility/agency –		
Per person – NWOONE Members*	\$675* _____	\$725* _____
Non-Members	\$775* _____	\$835* _____
Program Only 9/10 - 9/11		
Individual NWOONE Member	\$650 _____	\$700 _____
Non-Member	\$725 _____	\$775 _____
Team of 3 or more from one facility/agency –		
Per person - NWOONE Members*	\$625* _____	\$650* _____
Non-Members	\$700* _____	\$750* _____
Pre-Conference 9/9 each		
Individual NWOONE Member	\$50 _____	\$90 _____
Non-Member	\$90 _____	\$100 _____
Team of 3 or more from one facility/agency –		
Per person - NWOONE Members*	\$50 _____	\$90 _____
Non-Members	\$90 _____	\$100 _____

*Registration must be submitted together to secure the 8% team discount.

**If you wish to attend the membership meeting only on Friday, September 11, please stop by the registration table for a special nametag at no charge.

Additional Meal Requests

Additional Meal Ticket(s): for (name) _____
 for entire conference: \$300 for dinner on Wednesday evening only \$75 I wish only vegetarian meals (no charge)

Type of Registration

- Program only
- Program with Pre-conference Pre-Conference only *(Please choose from the list of pre-conference sessions below.)*
- Legislative Boot Camp CALNOC Session One CALNOC Session Two

Name: _____ Title: _____

Facility/Organization Name: _____

Address: _____ City/State/Zip: _____

Telephone Number: _____ Email: _____

Amount Due: _____ Method of Payment: Check VISA/Mastercard

Card Number: _____ Exp. Date: _____

Signature: _____

Make checks payable to NWOONE and return registration form and payment to:
NWOONE, Registrations, 300 Elliott Avenue West, Suite 300, Seattle, WA 98119

To fax registration with credit card information to secure fax line: 206-577-1960.

For questions regarding the conference, Membership Meeting registration, fees or to register by phone,
please contact **Jean Engler, 206-216-2539** or email jeane@wsha.org.

CONFERENCE SCHEDULE

Wednesday September 9, 2009

8:00 – 8:30am	Registration
8:30am – Noon	CALNOC Orientation
Noon – 1:00pm	Lunch & Registration
1:00 – 4:30pm	CALNOC Medication Overview
1:00 – 5:00pm	Legislative Boot Camp
4:00 – 6:00pm	Registration and Reception with the Exhibitors
6:00 – 8:00pm	Dinner, Welcome and Opening Speaker John Nance – <i>Why Hospitals Should Fly – Reconsidering the Quest For Quality</i>

Thursday September 10, 2009

7:00 – 8:00am	Light Breakfast with Exhibitors
8:00 – 8:15am	Welcome and Introduction to the Program
8:15 – 9:30am	Linda Elder – <i>Leadership Through Critical Thinking: Finding Our Way in an Increasingly Complex World</i>
9:30 – 10:00am	Break and Exhibit Hall Time
10:00am – 1:00pm	Kathleen Vollman – <i>Back to Basics: The Opportunity for Nursing to be the Fiscal and Quality Engine of the Health Care Organization</i>
1:00 – 2:00pm	Lunch and Exhibit Hall Time
2:00 – 3:00pm	Sharon Birmingham – <i>Nursing Care Costs, Value and Emerging US Policy Implications</i>
3:00 – 3:30pm	Break and Exhibit Hall Time
3:30 – 4:40pm	Nancy Donaldson – <i>Building and Leveraging Nursing Quality Evidence: The Journey and the Destination</i>

Friday September 11, 2009

7:00 – 8:00am	Light Breakfast with Exhibitors
8:00 – 10:00am	Meeting of the Membership – Connie Huber Presiding
10:00 – 10:30am	Break and Exhibit Hall Time
10:30 – Noon	Tim Porter-O’Grady – <i>Preparing for the Future of Health Care: Meeting Challenges for a New Age</i>
Noon – 1:00pm	Lunch and Exhibit Hall Time
1:00pm	Raffle Drawing and recognition of Industry Partners
1:15 – 2:45pm	Tim Porter-O’Grady – <i>Preparing for the Future of Health Care</i> continued
2:45 – 3:00pm	Break
3:00 – 4:30pm	Tim Porter-O’Grady – <i>Preparing for the Future of Health Care</i> continued
4:30pm	Wrap Up, Evaluation and Closing

CONCURRENT PRE-CONFERENCES

Legislative Boot-Camp

1:00 – 5:00pm

This program will cover:

- Getting bills passed at the state level
- How to testify before a legislative committee
- Future nursing bills anticipated next year
- Tips on speaking with your state legislator

CALNOC Orientation, Session I

8:30am – Noon

Orientation for any hospital considering enrollment in CALNOC or enrollees who either have new employees or continue to have questions.

CALNOC Medication Overview, Session II

1:00 – 4:30pm

Overview of the Medication Administration process with observer training. All currently enrolled CALNOC sites will want to have their site coordinators and quality staff attend this session, and others are invited as well. These two sessions can be attended together or separately.

300 Elliott Avenue West, Suite 300
Seattle, WA 98119



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