

# contents

## Departments & Columns



Anna Menard and friends in "Up Close"

Editorial	6	Breakthrough to Nursing	22
Write On	8	Up Close	25
Membership Benefits & Highlights	10	Foundation of the NSNA	26
News	13	Reflections	47
Happenings	18	Ad Index	48

## Special Features

**28** Fashioning the Right Impression  
 By Diana J. Mason

**30** Projecting Your Professionalism  
 By Donna Cardillo

**33** The Growth and Development of Professional Nurses  
 By Kathleen B. LaSala

**36** Your Professional Presence: Advice on Dress and Appearance  
 By Kathleen D. Pagana



**43** Are You Listening? Improving Our Image by Sharpening Our Communication Skills  
 By Karen M. Sherman

**credits:** Cover by Verve Marketing & Design, Chadds Ford, Pennsylvania. [www.vervemarketinganddesign.com](http://www.vervemarketinganddesign.com)

All published material in IMPRINT is protected by copyright. Material, including illustrations and artwork, may not be reprinted without permission from the National Student Nurses Association. ■ NSNA encourages its readers to submit original articles for publication to IMPRINT but reserves the right to edit for style, clarity, and length ■ IMPRINT (USPS #899-300) is published five times a year by the National Student Nurse's Association, Inc. in the months of February/March, April/May, September/October, November /December and January. ■ ISSN # 0019-3062 ■ IMPRINT is indexed in the International Nursing Index. ■ Three dollars of NSNA dues is for subscription to IMPRINT.

Other interested persons may subscribe at \$18 annually. Mexico and foreign subscriptions are \$30 annually. ■ Articles are the expressions of the writers and are not statements of NSNA policy unless set by resolution. © National Student Nurses Association, Inc. 2009, 45 Main Street, Suite 606, Brooklyn, NY 11201. ■ IMPRINT was formerly published as the NSNA NEWSLETTER ■ Periodical Postage Paid at Brooklyn, NY and additional mailing offices. POSTMASTER: Send address changes to National Student Nurses' Association, Box 789, Wilmington, OH, 45177. ■ The views expressed in IMPRINT are solely those of the authors or persons quoted and do not necessarily reflect the views of NSNA.