

NURSING SPECIALTY SHOWCASE

Panelists representing the particular area of nursing they practice discuss the experience, credentials, and education necessary for this area of nursing. Speakers explore current issues and trends, as well as the job outlook for their specialty areas. The audience may dialogue with speakers during this interactive session.

Dr. Lois Marshall is the moderator for both panels.
Nursing Specialty Showcase, Part I
Saturday morning, Oct. 29



Sponsor: The Johnson & Johnson Campaign for Nursing's Future, New Brunswick, NJ

1. American Association of Critical-Care Nurses, Aliso Viejo, CA
2. Air and Surface Transport Nurses Association, Greenwood Village, CO
3. American Nephrology Nurses Association, Pitman, NJ
4. Emergency Nurses Association, Des Plaines, IL
5. National Association of Neonatal Nurses, Glenview, IL
6. Federal Nurses: Army Nurse Corps

Nursing Specialty Showcase, Part II
Saturday afternoon, Oct. 29



Sponsor: Assessment Technologies Institute (ATI), Stilwell, KS

1. Oncology Nursing Society, Pittsburgh, PA
2. Infusion Nurses Society, Norwood, MA
3. American College of Nurse-Midwives, Silver Spring, MD
4. Association of periOperative Registered Nurses, Denver, CO
5. National Geriatric Nurses Association, Lexington, KY

LEADERSHIP UNIVERSITY TREASURERS CERTIFICATE PROGRAM

On Thursday this five-hour NSNA program prepares you for the role of state or school chapter treasurer—a role that is essential to the fiscal health of an association. You will learn about financial reporting; how to develop an operating budget and prepare income and expense statements; bank reconciliation, and essential internal cash control procedures. Presented by the NSNA Secretary/Treasurer, completion of the course earns you an NSNA Leadership University Certificate of Recognition. The certificate is granted to participants who successfully complete an open book exam based on the materials covered. All treasurers and other interested Board members as well as faculty advisors and state consultants are encouraged to attend.

Speaker: **Megan Seston**, NSNA Secretary/Treasurer

WORKSHOPS TO FOSTER YOUR PROFESSIONAL GROWTH

Pharmacology Made Insanely Easy

Learn to simplify pharmacology using accelerated teaching strategies, mnemonics, short cuts, and memory triggers when facing nursing exams.

Speaker: **Loretta Manning**, MSN, RN, GNP Executive Officer, ICAN Publishing and Director, Sylvia Rayfield and Associates, Inc., Suwanee, GA
Sponsor: Sylvia Rayfield and Associates, Inc., and ICAN Publishing, Pensacola, FL

Acing Nursing School Exams From Day One

Improve your overall test-taking skills with some new techniques and study habits. Take the stress out of tests and get better outcomes.

Speaker: **Barbara J. Irwin**, BSN, RN, Executive Director of Nursing, Kaplan Nursing
Sponsor: Kaplan Nursing, Chesterfield, MO

Options and Opportunities for ADN and Diploma Graduates Career Progression Part I

What's next? Discover the many educational opportunities and strategies to advance to your next level of nursing education.

Speaker: **Lois Marshall**, PhD, RN Nurse Education Consultant, Author and National Speaker, Miami, FL
Sponsor: National Student Nurses Association, Brooklyn, NY

MSN, MA, MBA, PhD, EdD, DNP—What's Best for Me?

Career Progression Part II

Need to decipher the educational acronyms you see at the end of nurses' names? Learn about the myriad of opportunities and pathways available to you and plan your next formal education experience.

Speaker: **Lois Marshall**, PhD, RN Nurse Education Consultant, Author and National Speaker, Miami, FL
Sponsor: National Student Nurses Association, Brooklyn, NY

Ultimate Money Skills

Develop effective money management skills to enhance your financial security and independence. This dynamic, interactive financial literacy workshop covers topics of identity theft prevention, understanding the appropriate use of credit, and building and managing a budget.

Speaker: To be announced.
Sponsor: Monster's Making It Count Programs, Cincinnati, OH

Guerilla Warfare: Marketing Yourself in a Tight Economy

From cover letters, resumes and scheduling an interview, to landing an entry-level RN position, learn effective strategies to maximize your results in a tight job market for new graduates.

Speaker: **Sheri Monsein**, MN, RN, Program Coordinator, UCLA Health System, Los Angeles, CA
Sponsor: National Student Nurses Association, Brooklyn, NY

What Should I Consider When Using Social Media?

Understanding essential guidelines for nurses when using social media will be discussed. Prepare for a balanced approach that highlights the positive benefits of social media to enhance professional communications, as well as how it can breach patient privacy and cause legal problems, disciplinary complaints, and even criminal charges. Hear actual cases as examples.

Speaker: **Nancy Spector**, PhD, RN, Director of Regulatory Innovations, National Council of State Boards of Nursing, Chicago, IL
Sponsor: National Council of State Boards of Nursing, Chicago, IL

FUNDRAISING EVENT OF THE YEAR!

Visiting Memphis must include music by, "The King of Rock n' Roll." Yes, the Foundation of the National Student Nurses Association Fundraiser includes an Elvis Tribute Concert featuring Arkansas native and award winning tribute artist, **Tony Witt**. Tony has appeared on many television and radio programs, as well as performing voice over work for all types of media. Tony has played the role of Elvis in music videos and commercials. Details are available on www.nсна.org, see the Foundation page. Watch the website, broadcast e-mails, and future issues of *Imprint*, for further details. For more information about Tony Witt go to www.kingsizedentertainment.com

EXHIBIT HALL

Exhibitors from hospitals, schools of nursing, publishers, and apparel companies are available to meet you in the Exhibit Hall. You'll hear about career opportunities at health care agencies available for new graduates as well as summer internships. Bring your resume and plenty of business cards. Job interview opportunities are available on site.

CAREER COUNSELING CENTER

NSNA is pleased to offer the Career Counseling Center in the Exhibit Hall to help you plan your career. You will gain insight into finding your first nursing job in these challenging economic times. Faculty advisors and consultants will review your resume and discuss your career goals and aspirations. To gain the most from this service, prepare by developing a resume, making a list of your interests and needs, and analyze your priorities and goals. The Career Counseling Center will be open during Exhibit hours on Friday and Saturday, October 28 and 29. Career Counseling leadership provided by **Dr. Lois Marshall**.
Sponsor: American Nurses Association, Silver Spring, MD

FACULTY WORKSHOPS FOR CONTINUING EDUCATION CREDIT:

This activity has been submitted to the New York State Nurses Association for approval to award contact hours. The New York State Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.



NSNA Leadership University Consultant/Advisor Certificate Program

This 4.5 hour certificate program is specifically tailored to enhance the experience and effectiveness of state consultants and school chapter advisors. Topics include role and responsibility of faculty advisors and state consultants; essentials of fiduciary responsibility; legal and financial aspects of running a non-profit organization; working with volunteer leaders; avoiding conflicts of interest, and much more. Pre-test and some self-study required prior to attending so please be sure to register in advance. Contact nsna@nsna.org for more information.

Orientation to the Conference and NSNA Update for Consultants and Advisors

Hear about the major highlights of the 2011 MidYear Conference, discuss major programs of NSNA relevant to both faculty and students, learn about NSNA's programs and activities, and identify strategies to assist students to develop their leadership potential.

Speakers: **Cheryl Schmidt**, PhD, RN, CNE, ANEF, ANA-appointed consultant and **Cheryl Taylor**, PhD, RN, NLN-appointed consultant.

Innovative Teaching Strategies, Tips for Effective Teaching

Review current NCLEX® pharmacology standards with an emphasis on teaching strategies for the classroom. These enjoyable strategies will facilitate memory, application to clinical settings, and successful testing

Speaker: **Loretta Manning**, MSN, RN, GNP Executive Officer I CAN Publishing, Suwanee, GA, Director Sylvia Rayfield & Associates, Pensacola, FL

Sponsor: **I CAN Publishing and Sylvia Rayfield & Associates, Pensacola, FL**

Update from the National Council of State Boards of Nursing

Hear about the research and activity going on at the National Council of State Boards of Nursing. Learn about the latest information regarding simulation, transition into practice, NCLEX updates, social media, and alternative programs.

Speaker: **Nancy Spector**, PhD, RN, CAE, Director of Regulatory Innovations, National Council of State Boards of Nursing

Sponsor: **National Council of State Boards of Nursing, Chicago, IL**

Coaching and Mentoring Student Nurses

This is a great introduction to volunteering in the Career Counseling Center. Dr. Marshall discusses your role in helping students plan their future career in nursing. You will learn how to review résumés, discuss educational options, specialty areas of nursing, the importance of making a short and long-term career plan, and much more that will help you at the Career Counseling Center and in your faculty role.

Speaker: **Lois Marshall**, PhD, RN, Nurse Education Consultant, Author, Speaker, Miami, FL

Sponsor: **National Student Nurses' Association, Brooklyn, NY**

Sharing Successful Organization Strategies

This interactive session features representatives from NSNA constituent states and local chapters, as well as members of the 2011-2012 NSNA Board of Directors to share ideas and strategies for success. Topics include: increasing your chapter membership, involving students in leadership activities, applying for NSNA awards, implementing successful fundraising activities, and mentoring students during organizational leadership transitions.

Moderators: **Cheryl Schmidt**, PhD, RN, CNE, ANEF, ANA-appointed consultant and **Cheryl Taylor**, PhD, RN, NLN appointed consultant

Sponsor: **National Student Nurses' Association, Brooklyn, NY**

ORIENTATION TO THE MIDYEAR CAREER PLANNING CONFERENCE

The Convention Planning Committee will offer this session to first-time MidYear Career Planning Conference attendees and anyone wanting to enhance their conference experience.

WORKSHOPS/SEMINARS FOR STUDENT LEADERS:

Council of State Presidents (COSP).

State presidents, presidents-elect, the NSNA Board of Directors, NSNA Nominations and Elections Committee, Resolutions Committee, and state consultants gather on Thursday and Friday for an intensive meeting on managing a successful state association. A special leadership lecture and luncheon take place for the COSP attendees.

Speaker: **Laura Caramanica**, PhD, RN, CENP, FACHE President-elect of the AONE Luncheon and Speaker

Sponsor: **American Organization of Nurse Executives, Washington, DC**

Newsletter Workshop. Designed for state and school newsletter and website editors to assist them in the planning and publication of official chapter newsletters and websites. Topics include: design and layout, editorial planning, advertising, web design, and more. Editors with all levels of experience will enhance their skills as they network with other editors to enhance the creative process of newsletter production.

Presented by: **Medora McGinnis**, *Imprint* Editor

Social Networking:

A Discussion for NSNA Constituents

Where do our personal lives and professional lives intersect? What considerations are needed to recommend appropriate social media use and the projection of a professional nursing image? Share your ideas and hear advice from peers. Opinions, concerns and examples from this collaborative discussion group will help NSNA establish future social media guidelines for students and state/school chapters.

Presented by: **Medora McGinnis**, *Imprint* Editor and Chair, Image of Nursing Committee; and **Margaret Ngai**, NSNA Vice President and Chair, Bylaws & Policies Committee

School President's Forum. School presidents gather on Friday to learn about chapter development and involvement, NSNA programs and activities, and leadership opportunities in NSNA. School chapter presidents share their challenges and successes.

Moderator: **Joe Twitchell**, NSNA President

Catch the Wave with NSNA – Help NSNA Reach 60,000 Members for Our 60th Anniversary.

During this Membership Recruitment Workshop, you will hear about the rewards and challenges of recruiting and retaining NSNA members including NSNA's exciting membership benefits, recruitment contests, strategies, and Project InTouch.

Presented by: **Margaret Ngai**, NSNA Vice President and Chair, Membership Committee

Recording/Corresponding Secretary's Workshop.

Those serving in this important role are recording the history of their association as they document the actions taken by the organization's leadership. You'll learn about the required legal content of minutes and NSNA's policies for taking and submitting minutes as well as preparing official correspondence.

Presented by: **Megan Seston**, NSNA Secretary/Treasurer

Run for a 2012-2013 National Office. An essential workshop designed to engage you in the process of running for national office. You'll hear about the qualifications and application requirements for the NSNA Board of Directors and Nominating and Elections Committee. Learn how running for office will enhance your nursing career and make you stand out as a leader. Presented by the NSNA Nominating and Elections Committee.

Breakthrough to Nursing (BTN) Seminar.

"Make a Splash: Dive into Diversity." For more than 45 years, the NSNA Breakthrough to Nursing Project has broadened horizons and looked beyond tradition to recruit under-represented students into nursing. Hear how the BTN theme can be carried out in your state and school recruitment projects. Presented by: **Colin D. Tomblin**, Breakthrough to Nursing Director

Association Roundtable Discussions. On Saturday, October 29 everyone involved in managing state or school associations is invited to discuss membership promotion, program planning, legislation education, community health, Breakthrough to Nursing, bylaws, managing finances, taking minutes, image of nursing, running for national office, writing resolutions, consultants and advisors, and chapter management. The Roundtables provide information about starting or strengthening school NSNA chapters. This is your opportunity for one-on-one with NSNA's leadership team.

Amending the Amendment: Navigating Convention as a Delegate and/or an Alternate.

A primer on the rights and responsibilities of serving as a delegate on the national level. Topics related to the 2012 NSNA convention include: constituency requirements, delegate schedule; resolutions hearings and debate; parliamentary procedure; election process, and a mock House debate. Moderator: **Joe Twitchell**, NSNA President

Write a Resolution and Impact the Future of Nursing.

Come to this workshop and learn how to decide on a topic, research the literature, write and submit a resolution for consideration by the 2012 NSNA House of Delegates; and prepare for debate. You'll also hear what happens to resolutions once they are approved by the House.

Presented by: **Kirsten Williams**, Chair Resolutions Committee.