2006 CONFERENCE FOR LEADERSHIP ADVANCEMENT A SUCCESS

More than 140 AAOHN leaders and members from around the U.S. gathered in Long Beach, Calif., September 13-15, for AAOHN’s premier Conference for Leadership Advancement (CLA). Building on the concept and content of previous Conference of Leaders (COL), the CLA broadened leadership skills and competencies curriculum offered an added perspective for occupational and environmental health professionals facing the challenges of today’s evolving healthcare and business environments, as well as volunteer leadership roles.

Wednesday’s opening program, “Leading a Volunteer Organization—Orientation for New Officers,” presented by AAOHN Executive Director, Ann Cox was well attended, attesting to the spirit and commitment of new AAOHN chapter leaders and officers. Thursday, designated as “Chapter Day,” was filled with concurrent sessions addressing concerns such as membership recruitment and retention, effective leadership, planning education programs and meeting legal and fiscal requirements. The morning’s keynote address, “Chapter Marketing—How to be Successful in Motivating Others!” delivered by Barb Maxwell, a presentation of best practices and chapter success stories, and closing comments addressing being a change agent rounded out the day’s program.

Focus groups conducted on Thursday gave attendees a forum to comment and offer input on opportunities for AAOHN leadership development. Thursday evening, a luau-themed buffet reception, featuring live music and dancers provided a festive atmosphere for attendees to relax, socialize and network.

Friday’s program was filled with a comprehensive offering of presentations covering business skills and applications, leadership strategies, results-oriented business planning and leadership communication.

Thank you to ConcentraWorks and Abbott Laboratories for their support, to the AAOHN California Harbor Area Chapter and Edwards Medical for hosting the conference’s hospitality suite, and to Borders™ for providing the opportunity for attendees to purchase peer-recommended titles onsite.

CLA chapter leadership PowerPoint presentations are available online now. To access these resources, go to the AAOHN Web site, www.aaohn.org and log in. The presentation materials can be found in the chapter Officers Portal.

Mark your calendars and plan to join us for next year’s CLA September 26-28, in Atlanta.

ELECTION INFORMATION NOW ONLINE
VOTING OPENS OCTOBER 17

Candidate profiles, candidate Q&As, bylaws amendments and a sample ballot are now posted on the AAOHN Web site. It’s a great way to get to know your candidates, and learn their views on how they would like to better and further the association. Election information packets, including instructions for voting either online or by phone, Voter ID and PIN codes will be mailed in early October. Urge your fellow members to vote.

MEMBERSHIP RENEWAL IN FULL SWING

Renewal notices have been mailed and membership renewal season is in full swing. Encourage your chapter members to renew now to ensure their access to outstanding continuing nursing education (CNE) and networking opportunities, up-to-date and relevant career resources and the knowledge that they have the support of the association that has been advocating for the occupational and environmental health nursing profession for more than 60 years.

NEW AAOHN WEBCAST ANNOUNCED

Following the overwhelming success of AAOHN’s “Pandemic Preparedness” webcast, the association has announced that a new webcast, “Travel Health” has been scheduled for December 6, 2006 at 2:00 PM Eastern Time. The program will be presented by Gail Rosselot MPH, MS, NP, COHN-S. Details will be available soon at www.aaohn.org/education/online-learning/webcasts.

If you missed the Pandemic Preparedness webcast, you can access it and earn 1.2 CNE credits by visiting the AAOHN webcast archives at www.aaohn.org/education/online-learning/webcasts.
**AOHN “DIRECT CONNECT”**

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AAOHN is accredited as a provider of continuing nursing education (CNE) by the American Nurses Credentialing Center’s Commission on Accreditation.

AAOHN is additionally approved as a CNE provider by the California Board of Registered Nursing (ECEP9283) and the Louisiana State Board of Nursing (#LSBN3).

**APPLY FOR AAOHN FOUNDATION RESEARCH GRANTS**

Annually the AAOHN Foundation awards grants to support research conducted to advance knowledge in occupational and environmental health.

For more information, please go to www.aaohn.org/foundation/grants/index.cfm.

**Wide Variety of CNE Opportunities at AAOHN.org**

Be sure to remind your members that they can find a large selection of continuing nursing education (CNE) opportunities online at the AAOHN Web site. Contact hours can be earned through Webcasts, the AAOHN Journal, the Foundation Blocks series and interactive modules. Complete information can be found at www.aaohn.org/education/online-learning/index.cfm.

**NURSE IN WASHINGTON INTERNSHIP 2007**

NIWI 2007 is March 11-14 at the Washington Court Hotel in Washington, DC. NIWI provides nurses the opportunity to learn how to influence health care through the legislative and regulatory processes. Participants learn from health policy experts and government officials, network with other nurses, and visit members of Congress.

Nancy Vanblargen, NIWI grant recipient for 2006, says “This was truly one of the most enriching experiences of my career. After these four days of Washington, I felt empowered and realized that nurses’ voices should be heard. As the largest group of health care workers, we must be activists in the political process.”

Apply now for an AAOHN NIWI Grant. Entry forms are now available online at www.aaohn.org/about/awards/index.cfm, through e-mail to sue@aaohn.org or by calling (800) 241-8014 ext 125.

**DIVERSITY IN THE WORKPLACE MODULES OFFER 2.2 CONTACT HOURS**

AAOHN’s Diversity in the Workplace, Modules One and Two, offering up to 2.2 total contact hours, are now available online.

Module One, An Overview of Cultural Competence in Health Care, provides tools to increase self-awareness of cultural issues for the participant (1.2 contact hours).

Module Two, Cultural Strategies for Occupational and Environmental Health Nurses, describes strategies for providing care to multicultural individuals and groups and for moving organizations to be more culturally sensitive (1.0 contact hours).

For more information about these online continuing nursing education resources, please go to http://www.aaohn.org/education/online-learning/online_CNE.cfm.

**2007 AAOHN SYMPOSIUM AND EXPO ORLANDO, FLORIDA APRIL 13-20**
**AAOHN “COMMUNITIES” COMING SOON**

Better than electronic bulletin boards, more powerful than a listserv, available anytime you are and from any location that has Internet access, AAOHN “Communities” is an exciting and versatile soon-to-be-released, Web-based, members-only benefit. This easy to use service has capabilities ranging from simple to sophisticated and provides a unique way for AAOHN member to connect, interact, and share and access resources. Available at no cost, AAOHN Communities is the latest added-value component to your AAOHN membership. With AAOHN Communities you can:

- Create self-directed groups around topic
- Post and read messages
- Share resources, including WORD, Excel, PDF and PowerPoint documents
- Receive e-mail notification of new activity
- Conduct searches
- Access discussion archives
- Create a personal profile

More information available soon at www.aaohn.org. Watch for it!

**COMPONENTS OF A SUCCESSFUL MEMBERSHIP PROGRAM**

A good membership recruitment and retention program is necessary to keep your chapter (and AAOHN) a strong organization. To build and maintain a successful program for membership recruitment and retention, follow these general principles:

1. Understand and meet member needs
2. Involve members
3. Recruit new members
4. Membership is everyone’s responsibility

**Focus on Retention first**

Work first to keep the members you have. It costs more to find and acquire a new member than to keep an existing one happy. However, remember that some losses are unavoidable due to retirement and job changes.

**What do your members need?**

To keep a strong membership base, your chapter must meet the needs of its members, more than anything else. Members join AAOHN for networking, continuing nursing education, occupational health and safety news and legislative updates, career development and solutions for on-the-job problems. Find out by asking and listening.

Once you know what your members want, then strive to meet their needs with great service.

Member involvement is a retention strategy. Members who are engaged in an organization are more likely to keep coming back. They have a greater sense of belonging, a feeling of ownership and increased pride in your organization. However, in today’s busy world, we need to find new ways to involve members in our organizations.

**Recognition is Critical**

Recognize the contributions of your volunteers immediately. Make the recognition specific and personalized.

**Understand why members don’t volunteer**

Don’t let these reasons become obstacles for your chapter in recruiting new volunteers.

**Key concepts for membership recruitment**

With a satisfied and active membership base, you can begin recruiting new members to grow your organization. Your chapter’s leadership should take the initiative in recruitment efforts; however, member recruitment is everyone’s responsibility. Make sure your members know this.

Remember, each time a new members is recruited, your chapter is contributing to the association’s growth. As the association grows in numbers, it grows in influence. The larger the organization, the more strength and effectiveness it has as an advocate for the profession.

**Where to find prospective members**

Finding prospective members for your chapter can be challenging, but it can also be easier than you thought.

AAOHN sponsors its annual Member-Get-A-Member campaign to reward current members who recruit new members to AAOHN. All current members of AAOHN are eligible to participate in the campaign.

This article is an abbreviation of a much more detailed article with examples and suggestions. To read it in its entirety go to http://www.aaohn.org/chapter_officers/resources/successful_program.cfm.

**THE HOLIDAY SEASON IS JUST AROUND THE CORNER!**

Offering more design choices and an easier online ordering process, AAOHN Foundation holiday cards are now available for all your seasonal greeting needs. A portion of the purchase price is tax-deductible and your purchase helps support Foundation grants and scholarships.

For more information and to order, please go to www.aaohn.org/foundation/holiday_cards.cfm.
EMERGENCY PREPAREDNESS CONFERENCE
SCHEDULED FOR OCTOBER 19-20, 2006

The second annual Emergency Preparedness
Conference, “Disaster Readiness on the Home Front”,
will be held in Washington, D.C.

Joint Commission Resources (JCR), the Occupational
Safety and Health Administration (OSHA) and the
American Red Cross are sponsoring the conference to
highlight best practices and lessons learned that can be
replicated and applied to help health care organizations
meet community needs.

Topics to be explored during the conference include:

- Strengthening patient safety and security
- Employee communication and training
- Collaboration with local emergency
  management authorities
- Surge capacity management
- Evacuation procedures
- Psychosocial aspects of emergencies

For more information and to register, please visit

2007 AWARDS & RECOGNITIONS

Get the recognition you deserve! AAOHN is accepting
applications for its 2007 Awards and Recognitions.
Take advantage of this important opportunity to
demonstrate your pride and passion in the occupational
and environmental health nursing profession to your
friends and family.

Applications must be postmarked prior to December 1.

Full details on each award including entry forms are
available at www.aaohn.org/about/awards. Or send
e-mail to sue@aaohn.org or call (800) 241-98014, ext
125.

AAOHN (800) 241-8014 memberservices@aaohn.org www.aaohn.org