

Chenevert uses multi-personas to drive home pro-nurse points

She's been known as the Fairy Godnurse, the Be-All-You-Can-Be Bee, the Walk-On-Water Woman, and she says if you remember sirens, whistles, bubble stuff, or silly string, then you've probably been in one of her workshops.

Nurse and award-winning humorist Melodie Chenevert of Gaithersburg, Maryland will be the keynote speaker for the Mississippi Nurses Association's 94th Annual Convention. The convention runs Oct. 16-19.

Chenevert will speak at noon, Wednesday, Oct. 17 in the BankcorpSouth Conference Center, 387 East Main Street, Tupelo. Her topic, *Overcoming the Stuff and Nonsense of Today's Health Care System to Win the Hearts and Minds of the Nurses in Wonderland*, parallels being a health care provider in today's environment to stepping through the looking glass – everything is backward.

Chenevert reflects on the

current state of health care and talks about what dissatisfies patients and disillusion staff. She describes how today's solutions become tomorrow's problems and expresses understanding of why paychecks aren't enough.

Chenevert uses a collection of personas to drive home her pro-nurse message.

Ten years after getting her master's in nursing, she received a second master's in journalism. "My first book, *STAT: Special Techniques in Assertiveness Training*, begins with a parable of an eagle brought up to believe he was a chicken," she said. "In the first workshop I gave based on the book, I came out dressed in a homemade eagle suit and read the parable." Chenevert said that was the defining moment that launched a new career for her as a professional speaker.

Five books and many costumes later, Chenevert has presented in Canada, England, Japan, Australia and in 49 of



Since 1983, Melodie Chenevert of Gaithersburg, Maryland has been bringing nurses news they can use and tools to cope with their rapidly changing personal and professional lives.

the 50 states – she says Hawaii has escaped her.

"My focus is on communication skills, professional issues, management strategies, career planning, problem solving, creativity, innovation, and entrepreneurial ventures," she said. "I bring nurses news they

can use and tools to cope with their rapidly changing personal and professional lives."

Winner of the Edith Moore Copeland Award for Excellence in Creativity 2002, Chenevert is currently the president and publisher of PRO-

SEE CONVENTION, PAGE 6



Dr. Sharon Dickey

Register now for controlled substance workshop

Sharon Dickey, PharmD at the University of Mississippi Medical Center, will teach a 10-hour, two-day class on controlled substances at the Mississippi Center for Nursing from noon until 4:30 p.m. on Thursday,

Aug. 2 and from 8:30 a.m. until 4 p.m. Friday, Aug 3.

Cost of the workshop for MNA members is \$250 and \$550 for non-members. The cost for full-time students who are MNA member is \$175 and \$475 for

full-time students who are not MNA members. There is \$20 late fee for registration after July 19.

Non-members who join MNA before registering for the work-

SEE WORKSHOP, PAGE 6

Executive

A MESSAGE FROM THE

Director



I hope all of you have seen at least one of our wonderful billboards that were placed around the state to celebrate National Nurses Week. Thanks to Lamar Advertising and our hospital sponsors these billboards were up the month of May to let you know how much we appreciate what you

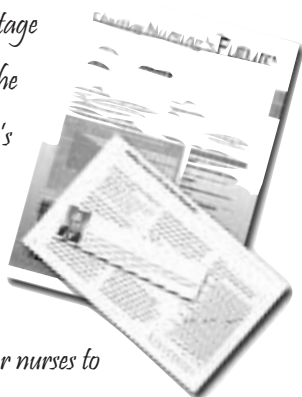
speakers and just enjoy networking with your fellow nurses and nursing students. We are so glad to be back in state for Convention and hope that those of you in North Mississippi will take advantage of this opportunity to travel a few less miles this year. Remember, too, that this is an election year, and

ested in serving as a delegate to the American Nurses Association House of Delegates to be held in Washington, D.C., from June 25-27. Please let Melinda Rush, our nominating chair, or me know of your interest in serving your association in this way.

I have been afforded some wonderful opportunities in the past several months to talk about the faculty shortage issue as well as other nursing issues. I made a presentation this month to the presidents of the state's fifteen community colleges at their retreat on the Coast. I have also recently spoken at a conference hosted by the Texas Coordinating Board about Mississippi's efforts to address the nursing faculty shortage. Our progress is also featured in the latest edition of the Robert Wood Johnson Charting Nursing's Future publication. We still have much work to do on this issue as well as many others which directly impact your practice as a nurse. That is why it is so important for nurses to be a part of their professional association.

Please contact me if you would like me to come and talk to the nurses with whom you work about the importance of MNA. Thank you for all you do for your patients, for your association, and for the health-care needs of our state.

Our progress in addressing the faculty shortage issue is also featured in the latest edition of the Robert Wood Johnson Charting Nursing's Future publication. We still have much work to do on this issue as well as many others which directly impact your practice as a nurse. That is why it is so important for nurses to be a part of their professional association.



do and to promote the importance of membership in the Mississippi Nurses Association. Perhaps, you also heard us on the radio or on television that week talking about the important work that nurses do every day.

Are you planning to come to Convention 2007 in Tupelo? You don't want to miss this opportunity to rock and roll with Elvis, take advantage of some excellent continuing education, hear some wonderful

our candidates for statewide office will be joining us at convention to participate in our Election Forum. Finally, if you are interested in being in the Hilton Garden Inn, which is next to the convention center, make your reservations soon. We have blocked rooms both there and at the Courtyard by Marriott.

I want to encourage you to become more involved in MNA by running for an elected office. You might also be inter-

MNA BOARD

Pam Farris, RN, BSN, OCN
President
pfarris@nursing.umsmed.edu

Sue Lawrence, RN, MSN, CCRN
Vice President
rwl0191@aol.com

Linda Todd, RN, BS, MS
Secretary
ltodd@jarmc.org

Donna Williams, RN, MSN
Treasurer
djw@dixie-net.com

Marilyn Ellis, NP
Council on Education
marvellis@aol.com

Bess C. Blackwell, RN, MSN, CNA, BC
Council on Health Affairs
bblackwell@nursing.umsmed.edu

Tearsanee Carlisle, RN, BSN, OCN, NP
Council on Organizational Affairs
tearsirn@aol.com

Laura Schenk, PhD., RN, CNRP
Council on Nursing Research
lschenk@son.umsmed.edu

Robyn Caldwell, RN, MSN, FNP
Council on Nursing Practice
rcaldwell@son.umsmed.edu

Jackie Williams, MSN, NP-C
Council on Advanced Practice
jackiewilliams@mbhs.org

MNA STAFF

Ricki R. Garrett
Executive Director

Betty Dickson
Lobbyist

Kay Wise
Events Coordinator

Deborah Norman
Finance Administrator and
Membership Coordinator

Betty Ruth Hawkins
Marketing and
Communications Director

Support in first membership campaign appreciated greatly

MNA undertook initial steps to launch an annual statewide membership campaign for the association during National Nursing Week, May 6-12.

“We have never really undertaken a coordinated membership drive,” said Ricki Garrett, executive director, Mississippi Nurses Association. “This year we got a good start and look forward to making greater strides with the event.”

The campaign included letters to editors of state and local newspapers by members of the board of directors, radio interviews and television appearances and acquisition of ten billboards that were located across the state touting the recognition of National Nurses Week and an encouragement to join MNA.

Lamar Outdoor Advertising, Memorial Hospital at Gulfport, Forrest General Hospital, Jeff Anderson Regional Medical Center, Brentwood Behavioral Healthcare of Mississippi, Baptist Health Systems and Southwest Regional Medical Center sponsored the boards.

“We can’t thank the billboard sponsors enough for the support of this first effort,” said Marketing and Communications Director Betty Ruth Hawkins. “They stepped right up and joined us in our efforts to begin a concerted effort to raise awareness of the importance of MNA as a professional organization and promote the benefits of membership.”



**NATIONAL
NURSES
WEEK**



BILLBOARD SPONSORS

Lamar Outdoor Advertising
Mandeville, La.

Memorial Hospital
at Gulfport
Gulfport, Miss.

Brentwood Behavioral
Healthcare of Mississippi
Jackson, Miss.

Forrest General
Hospital
Hattiesburg, Miss.

Baptist Healthcare
Systems
Jackson, Miss.

Jeff Anderson Regional
Medical Center
Meridian, Miss.

Southwest Mississippi
Regional Medical Center
McComb, Miss.

PAC reviewing state-wide candidate responses to campaign questionnaire

The MNC Political Action Committee has begun reviewing responses from state-wide candidates to the MNA-PAC 2007 Candidate Questionnaire.

More than 400 questionnaires were sent last month to candidates and incumbents running for offices ranging from the state legislature to public service commissioners.

“Awareness of nursing issues should be of utmost importance to candidates,” said MNA Executive Director Ricki Garrett. “Nurses in Mississippi represent one of the fastest growing economical and political segments in the state. The issues and initiatives we support address critical needs for the state. It is our goal to send elected

officials to Jackson who are sensitive to nursing and health care issues.”

The questionnaire asked for candidates’ positions on addressing the shortages of nursing faculty in the state, increases in the number of and funding of school nurs-

Four positions up for election

Members encouraged to run for office

Delegates at the 94th annual MNA convention to be held in Tupelo Oct. 16-19 will elect four members to the association's board of directors. The offices include president, vice president, director, Council on Nursing Education, and director, Council on Organizational Affairs. Delegates to the National Nurses Association House of Delegates for the American Nurses Association's convention in 2008 will also be elected.

**QUALIFYING
DEADLINE HAS BEEN
EXTENDED TO JULY 15.**

The MNA Board of Directors is comprised of 10 positions. Members serve alternating two-year terms.

The positions of president; vice president; director, Council on Nursing Education; and director, Council on Organizational Affairs are elected in odd-numbered years, and will be on the ballot in October.

The positions of secretary; treasurer; director, Council on Health Affairs; director, Council on Nursing Research; director, Council on Nursing Practice; and director, Council on Advanced Practice are elected in even-numbered years.

Last year, the association elected Linda Todd, RN,BS, MS of Meridian as secretary; Donna Williams, RN, MSN of Aberdeen as treasurer; Bess C. Blackwell, RN, MSN, CAN, BC of Jackson as director, Council on Health Affairs; Laura Schenk, PhD., RN, CNNP of Madison as director, Council on Nursing Research; Robyn Caldwell, RN,MSN, FNP of Olive Branch as director, Council on Nursing Practice; and Jackie Williams, MSN, NP-C of Madison as director, Council on Advanced Practice.

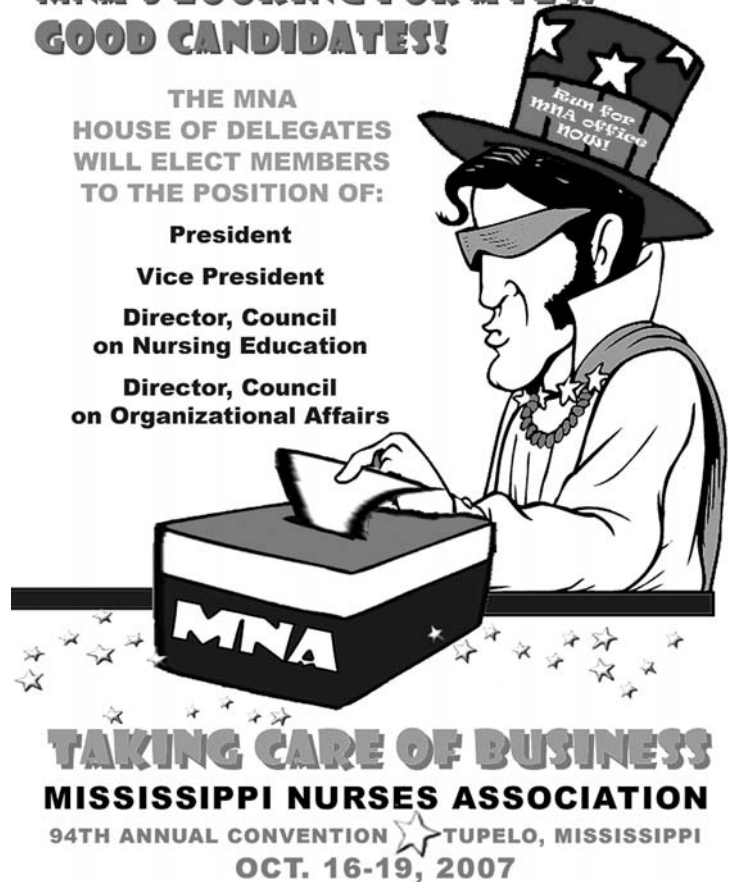
Presently, Pam Farris, RN, BSN, OCN, of Brookhaven serves as president. Sue Lawrence RN, MSN, CCRN of Crystal Springs serves as vice president, Marilyn Ellis, NP, of Gulfport serves as director, Council on Nursing Education and Tearsanee Carlisle, RN, BSN, OCN, NP, of Durant serves as director, Council on Organizational Affairs.

MNA elections will be held in conjunction with meetings of

**MNA'S LOOKING FOR A FEW
GOOD CANDIDATES!**

**THE MNA
HOUSE OF DELEGATES
WILL ELECT MEMBERS
TO THE POSITION OF:**

**President
Vice President
Director, Council
on Nursing Education
Director, Council
on Organizational Affairs**



the House of Delegates at the 94th Annual Convention in Tupelo Oct. 16-19. Members of the Committee on Credentials will accredit delegates and verify eligibility of all voters.

SEE MNA OFFICES, PAGE 6

Nominations: How they Work

The Committee on Nominations consists of five members. Three members are elected and two members are appointed by the MNA Board of Directors. The member receiving the highest number of votes in the election will be the chairperson.

Members of the 2007 Nominating committee are Chair, Melinda Rush of

Starkville, Terri Hamill of Starkville, Virginia Cora of Jackson, Teresa Stanford of Amory, and Cynthia Casey of Byram.

In July, the district associations submit names of members for consideration in developing the ballot. The list is to consist of at least one name for each office to be filled. Candidates must complete a Biographical Statement for Board Candidates and a Consent to Serve form. Both are available from

the MNA office.

In August, the committee prepares a ballot consisting of at least two or more nominees for each office. The committee shall consider the list of names submitted by the districts and other members.

The ballot is to be representative of areas of nursing practice and the various geographical areas of the state. The ballot is published in the fall issue of *The Mississippi RN*.

MNA conferees bring first-hand experience to discussion of improving emergency care

MNA Executive Director Ricki Garrett of Clinton, MNA Board President Pam Farris of Brookhaven and Vice President Sue Lawrence of Crystal Springs, former board member Gayle Harrell of Pelahatchie and Carl Mangum of Bryam and Dr. Kaye Bender of Terry, both of the UMMC's School of Nursing, and Patsy Anderson of Gulfport and the University of Southern Mississippi attended the American Nurses Association's policy conference, *Nursing Care in Life, Death and Disaster*, June 20-22 in Atlanta.

Experts in nursing, medi-

cine, public health and disaster preparedness discussed issues related to the standards of care provided during a major disaster. One of the goals of the conference is to develop guidance dedicated to improving patient outcomes and quality of care during a crisis. "Nurses have always answered the call to service during times of war, epidemic and natural disaster," said ANA President Rebecca M. Patton, MSN, RN, CNOR.

This conference brings together experts in nursing, medicine, public health and disaster preparedness to develop guidance dedicated to reconciling the professional, legal

and regulatory conflicts that can occur during a major disaster. The Center for Disease Control and Prevention and the Association of State and Territorial Directors of Nursing partnered with ANA to bring together a diverse field of panelists and attendees. Other participants will include: representatives from the Department of Health and Human Services, CDC, Center for Biosecurity and Public Health Preparedness and the National Council of State Boards of Nursing.

"We worked together to identify key areas of risk to patients during less than opti-

mal conditions and define actions to reduce that patient risk," Farris said. "The first-hand experience we gained in the aftermath of Hurricane Katrina was helpful in addressing questions about professional and legal obligations in providing patient care during a disaster."

Garrett said attendees also discussed the impact on vulnerable populations such as the elderly, children, and individuals with special health care needs. "The conference provided valuable information for us in making association-wide plans for being prepared for the next emergency."



Harmony for Health 2007

"The weather was great this year for Harmony for Health and everyone enjoyed MNA's own Gayle Harrell, NP and the Mississippi Community Symphonic Band," said Dr. Lisa Haynie, co-chair. Co-chair, Dr. Audwin Fletcher said, "We were thrilled with the response of our Split-the-Pot. The winner and the Foundation split \$550, then the winner gave the Foundation \$75 of their winnings." Over 300 adults and children enjoyed the evening of music and magic. Thanks again to all our sponsors, especially our three major table sponsors, Central Mississippi Medical Center, River Oaks Health System and University of Mississippi School of Nursing.

Foundation announces 2007-08 hand-washing grants

The Mississippi Nurses Foundation announces the awarding of the High Five Hand-Washing grants to eight school nurses for the 2007-08 school year. These High-Five Grants are made possible by the generous sponsorship of Health Management Associates, Mississippi Division.

Grant recipients include, Jennifer Elliott, Bogue Chitto School, Bogue Chitto; Ellen Girouard, Orange Grove Elementary, Gulfport; Lavechia Harrison, Galloway Elementary, Jackson; Shelia Hicks, Lester Elementary, Jackson; Mandy Howington, McLaurin Elementary, Natchez; Cynthia Nash, Redwood Elementary and Bowmar Elementary, Vicksburg; Dianne Shannon, T. J. Harris Elementary and Crestwood Elementary, Meridian; and, Tracy Shawn, Della Davidson Elementary, Oxford.



A magnet of a drawing designed by Madison Station Elementary School 5th grader Carolyn Halford was given to each of the 450 students participating in the program.

WORKSHOP

From Page 1

shop would save \$274 – nearly the cost of membership alone – on this one workshop.

The savings that membership offers on the cost of this workshop alone is a clear benefit. Encourage non-members who will need this CE to join MNA.

Full-time students who would pay \$138 a year for reduced membership would save \$337 – more than twice the cost of membership.

Full membership in MNA is \$276 a year and can be paid annually or monthly by electronic check.

To register for the controlled substance workshop

or to join MNA, please contact the Mississippi Nurses Association at mna@msnurses.org or call us at (601) 898-0670.

MNA-PAC

From Page 3

es, willingness to seek MNA's input before making changes to the Nurse Practice Act, support of a tobacco tax and further support of dual-enrollment for LPN certification.

The MNC-PAC will advise members of candidate's responses and will make contributions to selected campaigns. Results of the review will be published in the fall issue of *The Mississippi RN*.

Members of MNA-PAC Board include, Chair, Phyllis Johnson of Jackson, Ann Barnes of Canton, Gayle Harrell of Pelahatchie, Emily Ashworth of Nesbit, Drew Beachman of Madison, Pam Farris of Brookhaven, Laura Elliott, Minta Uzodinma of Jackson, and Mary Scott of Long Beach.

Candidates for state-wide offices will be invited to participate in a political rally at the MNA Annual Convention in Tupelo at 2:45 p.m. Thursday, Oct. 18 in the BankcorpSouth Conference Center. "State-wide officials who are running for office from the governorship to the commissioners of public service will have an opportunity to speak to you about their understanding and support of nursing issues and programs," Garrett said. "In the past we have experienced a strong turnout. This will be an invaluable opportunity for our membership to meet the candidates and hear what they have to say. Don't ever think that they (politicians) aren't interested in our support."

MNA OFFICES

From Page 3

All elected officials shall serve for two years or until their successors are elected.

If you are interested in running for office, please contact MNA at mna@msnurses.org to obtain a Biographical Statement for Board Candidate form and Consent to Serve form. **These must be turned in to MNA by July 15.**



Melodie Chenevert, center, keynote speaker at the 94th annual MNA Convention slated for Tupelo, Oct. 16-19 says that Elvis maybe The King, but she is The Queen.

CONVENTION

From Page 1

NURSE, which provides products and services designed to increase professional pride and productivity. She is the author of several books and has worked as a staff nurse, play therapist and child mental health clinician, and an instructor in psychiatric nursing.

Chenevert received her diploma from Methodist-Kahler School of Nursing in Rochester, Minn.; her bachelors and masters degrees from the University of Washington State-Seattle with a clinical specialty in psychiatric nursing and a masters of art degree in journalism from the University of Wisconsin-Madison.

For more information on Chenevert and her programs, go to www.pronurse.com or call MNA at (601) 898-0670.



Mississippi Nurses Association's 94th Annual Convention Registration Form

Oct. 16-19, 2007

BancorpSouth Arena & Conference Center, Tupelo, Mississippi

For Reservations, call The Hilton Garden Inn at 1 (877) 782-0444 or the Marriott Courtyard at 1 (800) 321-2211

Promotional Code: Mississippi Nurses Association.

(N) FASE PRINT

FIRST	MI	LAST	CREDITWORTHY
MAILING ADDRESS	CITY	STATE ZIP	E-MAIL ADDRESS
EMPLOYER			DWY TELEPHONE
DISTRICT NUMBER			IS THIS YOUR FIRST CONVENTION? <input type="checkbox"/> YES <input type="checkbox"/> NO
		<input type="checkbox"/> DELEGATE	<input type="checkbox"/> ALTERNATE

<p>A. FULL REGISTRATION (Oct. 17-19) Includes keynote luncheon on Wednesday, 1 afternoon luncheon (2007), 1 afternoon luncheon, Continental Breakfast, Continuing Education Sessions on Wednesday, Thursday and Friday morning, Research Poster Session, and House of Delegates. Does not include Special Events or NP Workshop.</p> <p>MNA Member \$180.00 Non Member \$455.00</p> <p>Join/Rejoiner Option (new members only) \$ 430.00 <small>Includes 2007 dues of \$200.00 - a complete application must accompany registration</small></p> <p>Delayed RN \$105.00 <small>Delayed RN refers to RN's who use RN-S codes and not credentialed</small></p> <p>BOX A - SUB TOTAL: \$ _____</p>	<p>B. DAILY REGISTRATION <small>(Circle the block if you will attend the full convention)</small></p> <p>Wednesday or Thursday - Check specific day(s) below</p> <p>MNA Member \$130.00 Non-Member \$275.00</p> <p>1 night</p> <p>MNA Member \$75.00 Non Member \$165.00</p> <p><input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday</p> <p>BOX B - SUB TOTAL: \$ _____</p>
<p>C. SPECIAL EVENTS <small>(Not included in either full or daily fees)</small></p> <p><input type="checkbox"/> Pre-Convention Workshop I: Faculty Development for Geriatric Nursing Tuesday, Oct. 16 MNA Member \$55.00 Non-Member \$80.00</p> <p><input type="checkbox"/> Pre-Convention Workshop II: IUA Tuesday, Oct. 16 MNA Member \$80.00 Non-Member \$130.00</p> <p><input type="checkbox"/> Signer Thank You Luncheon, Thursday, Oct. 18 \$75.00</p> <p><input type="checkbox"/> MNA/MASN Party, Thursday, Oct. 18 \$15.00</p> <p>BOX C - SUB TOTAL: \$ _____</p>	<p>D. NURSE PRACTITIONER WORKSHOP Includes refreshments, continuing education, lunch and exhibits 1 night, Oct. 19</p> <p>With Full Registration (Member or Non Member) \$80.00</p> <p>Workshop Only (Member) \$150.00</p> <p>Workshop Only (Non-Member) \$250.00</p> <p>BOX D - SUB TOTAL: \$ _____</p>
<p>F. LATE REGISTRATION FEE Registrations pre-announced or received between Wednesday, Oct. 3 and Tuesday, Oct. 9 will be assessed an additional \$20.00 per exhibitor registration fee. No registrations will be received by the MNA office after Tuesday, Oct. 9. Participants may register at the door. There will be a \$30.00 fee assessed to all on-site registrations.</p> <p>Today's Date: _____ <small>(if between Oct. 3 and Oct. 9, add \$20.)</small></p> <p>BOX F - SUB TOTAL: \$ _____</p>	

TOTAL AMOUNT (Add Sub Totals from Boxes A through F) \$ _____

Payment must accompany this form in order to process your registration. Make checks payable to Mississippi Nurses Association. A charge of \$20 will apply to checks returned for insufficient funds.

MasterCard VISA AMEX _____ ACCOUNT NUMBER _____ EXP. DATE

CARDHOLDER'S SIGNATURE _____
CARDHOLDER'S NAME (N) FASE PRINT

Reservations paid by credit card may be sent to MNA via fax (601) 898-0198.
If rebilling of a credit card charge is necessary, a \$10 processing fee will be charged.

Cancellation/Refund Policy - Refunds shall be granted, according to the following: a) requests must be made in writing; b) a full refund will be granted before October 2; c) after Oct. 2 and before Oct. 9, refunds will be granted less a \$20 processing fee; d) no refunds will be granted after Oct. 9, but a prepaid registrant may need a substitute.

For special dietary needs, please contact the MNA office by Oct. 2.

MAIL FORM TO:
MNA, 31 Woodgreen Place, Madison, MS 39110
or FAX TO (601) 898-0190



The Mississippi Nurses' Association
is the voice of registered nurses in Mississippi
and provides leadership to improve
the health of the people.

**31 Woodgreen Place
Madison, MS 39110**

**Phone: (601) 898-0670
Fax: (601) 898-0190
E-mail: mna@msnurses.org**

**Visit us at the Web
www.msnurses.org**

MNA's *Members Only* is produced six times a year.
For publishing information, contact

Betty Ruth Hawkins
at brhawkins@msnurses.org.

Copyright 2007 Mississippi Nurses Association

July - August 2007 Issue.

Copy and use for membership recruitment and educational promotion.

Save THE DATE

MNA Provider Unit
Committee Meeting
1 p.m., Thursday, July 12
The Mississippi Center for Nursing
Madison, Miss.

MNA Board of
Directors Meeting
10 a.m. - 3 p.m., Friday, July 20
The Mississippi Center for Nursing
Madison, Miss.

MNA District
Presidents Meeting
11 a.m. - 1 p.m., Friday, July 20
The Mississippi Center for Nursing
Madison, Miss.

Mississippi Board
of Nursing
July 25 - 27
Jackson, Miss.

Nurse Practitioner
Controlled Substance
2-Day Workshop
Thursday and Friday, Aug. 2 & 3
The Mississippi Center for Nursing
Madison, Miss.

MNA Convention
Planning Meeting
11 a.m. - 1 p.m., Friday, Aug 17
The Mississippi Center for Nursing
Madison, Miss.

MNA Council on
Nursing Research
Meeting
2 p.m., Friday, Aug 3
The Mississippi Center for Nursing
Madison, Miss.

COMING IN 2008

2008 Nursing Summit
Tuesday, Jan. 29
Mississippi Trade Mart
Jackson, Miss.

2008 Nightingale
Awards and Gala
Monday, Feb. 4
Marriott Hotel Downtown
Jackson, Miss.

2008 Nurses
Practitioner
Spring Conference
TBA

2008 95th Annual
MNA Convention
Beau Rivage Resort & Casino
and the Mississippi Gulf
Coast Coliseum
Biloxi, Miss.

**Remember to Register Now for the 2007 MNA Convention
Tuesday- Friday, Oct. 16-19
BancorpSouth Arena and Conference Center, Tupelo, Miss.**

