



2020 Annual WONL Conference



Annual Wisconsin Organization of Nurse Leaders Conference
April 15-17, 2020
The Osthoff Resort
Elkhart Lake, WI

Who Should Attend

Nurse executives, nurse managers and anyone else with responsibility for leading nurses. You do not need to be a nurse or a member of WONL to attend this event.

Conference Information

Lodging Information

A block of rooms has been reserved for the evenings of April 15 and 16 at The Osthoff Resort, 101 Osthoff Avenue, Elkhart Lake, WI 53020; 1-800-876-3399. Group rate is \$129.00 per night plus tax for a single room, \$139.00 per night for a two-bedroom suite. Call 1-800-876-3399 to reserve a room by **March 25, 2020**. When making your reservation, request a room from "WONL 2020 Annual" room block. Reservations require a deposit (cash or credit card) equal to the cost of the first night's stay.

Conference Cancellation Policy

Cancellations received in writing up to seven business days prior to an event will be given a full refund. No refunds will be given for cancellations received less than seven business days prior and day-of-program no-shows. Substitutions are accepted.

Special Needs

In accordance with the Americans with Disabilities Act, the Wisconsin Organization of Nurse Leaders seeks to make this conference accessible to all. If you have a disability which might require special accommodations or have any dietary restrictions, please e-mail your needs to Sherry Collins at scollins@wha.org or call 608-274-1820 **by April 3, 2020**.

Prize Drawings and Silent Auctions

The WONL Marketing Committee is sponsoring giveaways and a silent auction during the conference. Please remember to bring your hospital logo items for the giveaways and any non-logo items (valued at \$40 or more) to be included in the silent auction. If you have questions about this, contact Laura Hieb, WONL Marketing Committee chair, at laura.hieb@bellin.org.

Continuing Nursing Education

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

Registration Information

If paying by check, print registration receipt and mail it, along with your check payable to "WONL" to:

2020 Registration Options and Fees:

- WONL Member, Full Convention: \$250 per person
- Non-Member, Full Convention: \$300 per person
- Member Student*: \$200 per person
(Including Masters and Doctoral Students)
*Proof of student status may be requested.
- Thursday Dinner Guest: \$40 per person

Online Registration ONLY

All registrations can be made online at:
<http://www.cvent.com/d/ghqd64>

After you have registered online, you will receive a receipt, which you can print out and use to submit to your organization for payment via check or reimbursement. Payment can be made online with VISA or MasterCard, or you can follow up with payment by check.

Registration Deadline: April 1, 2020

WONL, Attn: Sherry Collins
c/o WHA
PO Box 259038
Madison, WI 53725-9038

Planning Committee Members

- Lori Cardinal, MSN, RN
- Mary Freitag, BAN, RN
- Amy Hermes, MSN, RN
- Dena Jarog, DNP, RN, CNML
- Dennise Lavrenz, MBA, RN, CENP
- Mary Martin, MSN, RN
- Lisa Rowe-Peplinski, MSN, RN, CPHQ
- Thomas Veaser, MSN, RN
- Ann Zenk, MHA, BSN, RN
- Sherry Collins, BS
- Allison Taylor, BS
- Leigh Ann Larson, BS

Agenda

Wednesday, April 15, 2020

- 4:15 - 6:15 pm WONL Board Meeting
- 5:00 - 7:00 pm Registration Open
- 6:15 - 7:30 pm Networking / Scholarship Recognition

Thursday, April 16, 2020

- 7:00 - 8:30 am Breakfast / Visit Exhibitors /
Registration Open
- 8:30 - 8:45 am Convention Welcome
- 8:45 - 10:15 am **Accountability...Turn (limited)
Resources into Results**
Liz Jazwiec, RN, Author, Speaker

Liz Jazwiec will reveal the lessons she learned about becoming a leader in difficult times. Participants will benefit from her perspective of health care management and what guidance, mentoring and direction are needed from all leaders to achieve results even when resources are limited. Liz's extraordinary message will touch the leader in all of us as she talks about the difficult subjects of changing behaviors and managing morale. Using effective tools and her notorious humor, Liz will provide great take-aways on techniques to improve responsibility and effective practices in creating organizational accountability.

- 10:15 - 10:45 am Break / Visit Exhibitors
- 10:45 - 11:30 am **Wisconsin Legislative Update**
*Ann Zenk, RN, MHA, Vice President
of Workforce and Clinical Practice,
Wisconsin Hospital Association*

Hear up-to-date information on workforce trends and policy challenges facing Wisconsin hospitals, health systems and health care organizations. Attendees will come away with a better understanding of workforce, regulatory and legislative issues that impact nurses, nurse leaders and nursing practice, as well as recommendations to strengthen our state's health care workforce.

- 11:30 am - 1:00 pm **Luncheon**
WONL Annual Business Meeting
Visit Exhibitors
- 1:00 - 2:30 pm **Employee Happiness – the
“Retention” North Star**
*April Hansen, EVP of Workforce
Solutions and Clinical Services,
Aya Healthcare*

With health care job vacancies outpacing health care hiring by more than 100 percent, a laser-sharp lens is being applied to retention and engagement by health care leaders across the country. This session will outline practical strategies that leaders can implement immediately to start improving employee happiness. Leaders will learn how to utilize retention and referral

strategies, and a brand built upon employee happiness, to attract new and unique talent and keep them engaged at the bedside. Leaders will ultimately learn how to achieve true employee happiness, or the true “retention” North Star.

- 2:30 - 3:00 pm **Break / Visit Exhibitors**

- 3:00 - 4:15 pm **Manitowoc Minute's
Charlie Berens**
*Charlie Berens, Actor and
Emmy-Winning Journalist*

Comedian, host, actor and Emmy-winning journalist Charlie Berens is a dynamic talent in the comedy world. Berens is the creator and star of the Manitowoc Minute. In six months, he transformed the viral video series into an hour-long variety show selling out venues, sometimes within minutes. Charlie's career extends beyond the Manitowoc Minute. From creating content for Fox, CBS Sports Network and Fox Sports 1, to hosting shows for Fox, CBS Sports Network and Variety, Berens' skill set proves invaluable in a rapidly changing media landscape.

- 4:15 pm Adjourn for the day

- 4:45 - 6:00 pm **Member Reception,
Poster Displays**

- 6:00 - 8:00 pm **Award Dinner with presentation
of WONL Nurse Leader of the
Year Award**

Friday, April 17, 2020

- 8:00 - 9:00 am **Breakfast**

- 8:00 - 9:00 am **CNO Breakfast**

- 9:00 - 10:00 am **Fostering Talent in Others –
Plus!**
Fish Sticks Comedy

True leaders develop those that they lead. They don't simply get person A to do task B – they help each individual on their team grow in skills, ability and character. In this workshop/edutainment experience, we'll explore ways to do all that while having a lot of fun along the way. Fish Sticks Comedy will use improv-based training methods and exercises, while also illustrating certain dynamics that can present themselves in a show – if you're looking carefully! It'll be a unique blend of training and laughter that you won't want to miss.

- 10:00 - 10:15 am **Break**

- 10:15 - 11:45 am **Fostering Talent in Others –
Plus! (continued)**
Fish Sticks Comedy

- 11:45 am - 12:00 pm **Marketing Prizes Awarded/Wrap Up**

- 12:00 pm **Convention Adjourns**

Featured Presenters

Charlie Berens, Actor, Emmy-Winning Journalist



Berens has always had a love for satire. Growing up watching Jon Stewart and Stephen Colbert inspired him to study journalism at the University of Wisconsin. As a junior he was hired by MTV to cover the presidential election. That began Berens' unique blend of journalism and comedy. After MTV,

Berens hosted for the emerging comedy news platforms like OneMinuteNews and HyperVocal. He spent months on the road covering the presidential elections. In 2012, Tribune Media tapped Berens to host their late night comedic news show Nightcap. While at Nightcap, he and co-host Zuri Hall (E! News) wrote and produced sketch comedy. In 2014 CBS Sports Network hired Berens to host the sports gameshow You're So Money. Also in 2014, PMC (Variety, Deadline) made Berens the host of their comedy/entertainment news brand @Hollywood. From red carpets to Sundance to SXSW to Coachella, Berens has interviewed hundreds of celebrities, politicians, actors, and musicians. Berens is regularly featured on Funny or Die. His comedic mashups including "If Jack Dawson Was Really From Wisconsin" have garnered more than 13 million views. Additionally, he performs stand up around the Los Angeles area and occasionally hosts events for Samsung and Variety.

Fish Sticks Comedy, LLC



Fish Sticks Comedy is one of the largest, always-all age appropriate improv comedy teams in the U.S. They have a unique mission for an improv team – to bring people closer to each other and their

communities through improv. More than entertainment, they create community experiences. Several of the Sticks have been doing improv-based training for well over 10 years – some as many as 30 years. Businesses, trade organizations, schools, and non-profits have all benefited from their insightful, impactful and just plain fun workshops. By extending improv principles to other team-based settings or situations where soft skills come into play, Fish Sticks workshops can make a big difference in your organization.



April Hansen, Executive Vice President of Workforce Solutions and Clinical Services, Aya Healthcare

April Hansen oversees the clinical and quality outcomes of more than 4,000 clinicians on travel assignments across the United States. To promote the ongoing education of travel nurses, she created the Aya Scholars Program, the industry's first clinical ladder and professional recognition model. Additionally, she led the charge to partner with Health Scholars, a company that produces cutting-edge nurse education using blended learning formats including screen-based learning, virtual simulation and virtual reality training. Aya is now able to disseminate best-in-class education to its nurses through completely virtual means.



Liz Jazwiec, RN, Author, Speaker

Liz Jazwiec, RN is a nationally renowned speaker, strategist and author who has shared her passion for leadership, engagement and service with audiences across the country. She is the award winning author of the bestselling books "Eat THAT Cookie!", "Hey Cupcake! We are ALL Leaders" and "Service Excellence is as Pie, (Perception Is Everything.)" In 2010 "Eat THAT Cookie" was chosen as a winner of the American Journal of Nursing Book of the Year award in the leadership and management category. She's also been a longtime hospital officer who helped raise service scores at Chicago, Illinois' Holy Cross Hospital from the 5th to the 99th percentile in just a few years. Her work as vice president of patient care and as the director of emergency services was one of the key reasons Holy Cross won Fortune Magazine's Enterprise Award for Best Business Practices in 1996. Today, she uses that expertise to inspire other organizations interested in building a culture where excellence is driven by strong leaders and engaged employees.



Ann Zenk, RN, MHA, Vice President of Workforce and Clinical Practice, Wisconsin Hospital Association

Ann Zenk is the lead staff person in the areas of workforce development and clinical practice. She works to educate and inform others about health care and hospital-related issues. She has more than 30 years of experience in health care, including patient care and leadership roles across hospitals, clinics and long-term care, as well as nursing, quality improvement, risk management and utilization review.

