



2023 Annual WONL Conference



Wisconsin Organization of Nurse Leaders (WONL) Annual Conference
September 27-29, 2023
KI Convention Center
Green Bay, 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

Conference Cancellation Policy

Cancellations received in writing up to 15 business days prior to an event will be given a full refund. No refunds will be given for cancellations received less than 15 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 require any special accommodations or have any dietary restrictions or food allergies, please email your needs to WHA Education at education@wha.org.

Lodging Information

Hyatt Regency Green Bay
333 Main Street
Green Bay, WI 54301

A block of rooms has been reserved. Room rate is \$139/night plus tax (Single and Double) and \$164/night plus tax (Triple and Quad). The cut-off date to reserve a hotel room under this block is **September 6**.

To reserve a hotel room under this block, please use one of the following methods:

1. Call 920-432-1234 or toll free 877-803-7534
2. Go to Hyatt.com

In all cases, please mention the **WONL Conference**.

Prize Drawings and Silent Auctions

The WONL Marketing and Communication 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 include in the silent auction. If you have questions about this, contact Annye Graff, WONL Marketing and Communication Chair, at annye.graff@bellin.org.

Continuing Nursing Education

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

Registration Information

2023 Registration Options and Fees:

- WONL Member, Full Convention: \$350 per person
- Non-Member, Full Convention: \$400 per person
- Member Student*: \$300 per person
(Including Masters and Doctoral Students)
*Proof of student status may be requested.

Online Registration ONLY

[REGISTER HERE](#)

Planning Committee Members

- Lori Cardinal, MSN, RN
- Loraine Carley, BSN, RN-EFM
- Amy Hermes, MSN, BSN, RN
- Dennise Lavrenz, MBA, RN, CENP
- Heather Logslett, MSN, RN
- Pamela K. White, DNP, RN, NE-BC
- Ann Zenk, MHA, BSN, RN
- Leigh Ann S. Larson, BS

Registration Deadline: September 19, 2023

Celebrating the Green Bay Packers with the Wisconsin Organization of Nurse Leaders (WONL)!

Raffle

Register [here](#) for the September 27-29, 2023 WONL Annual Conference, by noon on August 17, and be entered into a raffle to win Two (2) tickets to the Saturday, August 19 7 PM pre-season home Green Bay Packer game against the New England Patriots.

Details

1. Tickets are on the 35-yard line, 18 rows up and on the Visitor side. A GREAT view of the Packers' sideline!
2. Tickets will be emailed to the winner following the drawing.
3. WONL board members, conference sponsors, exhibitors and speakers are not eligible to win.

Conference Game Viewing Party

What is better than watching a Green Bay Packer Game????

Following the WONL Awards dinner, on the night of September 28, join us in the Hyatt Regency's own Pub 333 to watch the Green Bay Packers defeat the Detroit Lions. Gathering will begin at the end of the WONL Awards dinner (Approx. 8 PM) and last until victory is achieved!



Agenda

Wednesday, Sept. 27, 2023

- 2:00 - 4:00 pm **WONL Board Meeting**
- 5:30 - 7:00 pm Conference Registration and Exhibitor Set-up
- 5:30 - 7:00 pm Networking Reception
(Heavy appetizer food stations and cash bar)

Thursday, Sept. 28, 2023

- 6:00 - 7:30 am Exhibitor Set-up (*continued*)
- 7:30 - 8:30 am Conference Registration
Breakfast / Visit Exhibitors
- 8:30 - 8:45 am **Convention Welcome**
Laura Hieb, WONL President
- 8:45 - 10:00 am **The Impact of 30-Second Moments**
Joe Sanfelippo

960. That is the number of 30-second increments we get in an eight-hour day. 960 chances to change a life. 960 opportunities to share a story. 960 times to make a patient or employee feel like they are a part of your hospital or clinic. Moments have the ability to stick in our brain forever. A sight, smell, or taste brings us back to our childhood. We have a responsibility to be intentional about how we utilize these moments. The fact is simply this—you will be remembered—the only question is how. Every 30 seconds matter.

- 10:00 - 10:30 am Break / Visit Exhibitors
- 10:30 - 11:30 am **Breakout Sessions
(Concurrent - Pick One)**

A. **Transforming Acute Care Nursing: Implementing the Virtual RN Model**

Erika Rolland, Virtual Care Nurse Manager
Gina Von Ruden, MSN, RN, Nurse Administrator
Mayo Clinic Health System

The evolving landscape of health care, accelerated by the impact of the pandemic, has driven the development of innovative solutions to address the challenges of acute-care nursing workforce shortages. In response to this pressing need, Mayo Clinic nursing has developed and implemented the Virtual RN (ViRN) model—a nursing care model that transforms the way care is delivered. The ViRN model allows bedside nursing staff to focus primarily on direct patient care, while leveraging virtual RNs to complete tasks such as patient admission and discharges, patient and caregiver education, and staff mentoring. This reduces the bedside nurse's workload, optimizes efficiency, and enhances patient outcomes. Not only does the ViRN model address the imbalance between supply and demand compounding the nursing shortage, it also provides opportunities to reduce burnout for nurses who experience improved job satisfaction through the incorporation of virtual work opportunities.

B. **Substance Use Disorder in Nurses: Compassionate Intervention to Promote a Healthy Workforce**

Kristin Waite-Labott, RN

This presentation will share the speaker's personal story of progress through, and recovery from, opioid use disorder including her return to the nursing workforce. Statistics on the incidence of substance use disorder (SUD) in nursing will be reviewed as well as information on why SUD happens and how to recognize it. Kristin will discuss a program that encourages nurse retention when appropriate by offering key strategies for supporting nurses with SUD as they seek treatment and return to work. Retaining highly trained nurses as they pursue recovery options, when appropriate to do so, will support the current strained workforce, the individual nurse, as well as protect patient safety.

C: **Academic/Practice Partnership: The Key to a Qualified Nursing Workforce**

Brian Krogh, Executive and Legislative Committee Member, ANEW

Dr. Teri Kaul, Legislative Committee Member, ANEW
Christine Vandenhouten, Director of Nursing & Chair of Nursing & Health Studies, University of Wisconsin - Green Bay
Nancy Reese, Director of Nursing, Carthage College

This session will bring together academic and practice partners to discuss the current nursing workforce challenges from their perspectives and future partnership opportunities to improve the quantity and quality of nurses in Wisconsin.

11:35 am - 12:00 pm **Breakout Session Debrief**

- 12:00 - 1:30 pm Luncheon / Visit Exhibitors
- 12:15 - 1:15 pm **WONL Annual Business Meeting**

1:15 - 2:15 pm **Wisconsin Legislative Update**

Ann Zenk, Senior Vice President, 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, nursing practice and nurse leaders; and recommendations to improve our state's health care workforce.

- 2:30 - 3:00 pm Break / Visit Exhibitors
- 3:00 - 4:00 pm **The Comedy of Todd Andrews**
- 4:00 pm Adjourn for the day
- 4:30 - 6:00 pm Networking Reception
(Light appetizers and cash bar)

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

Agenda (continued)

Friday, Sept. 29, 2023

7:30 - 9:00 am Breakfast / Visit Exhibitors

9:00 - 10:15 am **Increasing Your Brain's Performance for Greater Leadership Success: While Managing the Stress of Change**
Dr. Jerry Teplitz

Have you ever had a negative stressful day as a leader? How did you feel at the end of it? Tired, drained... Now, have you ever had a positive day as a leader? How did you feel at the end of it? Energized. Isn't there an increase in your productivity and effectiveness on that positive day? Don't you also handle stress and change better on that positive day? You can have that energized outcome every day by increasing your brain's performance! Amazon bestselling author and top rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy to new levels of excellence while reducing the stress of change. These immediate, effective and easy methods can be applied to all aspects of your professional life.

10:15 - 10:30 am Break

10:30 - 11:45 am **Increasing Your Brain's Performance for Greater Leadership Success: While Managing the Stress of Change**
(continued)
Dr. Jerry Teplitz

11:45 am - 12:00 pm **Prize Drawings / Wrap-up**

12:00 pm **Convention Closing**
Laura Heib, WONL President

THANK YOU to our conference sponsors and exhibitors! We appreciate your support of nurse leadership in Wisconsin. For the most up to date list of sponsors and exhibitors, click [here](#).

Sponsors

9/27 Networking Reception



9/28 Lunch



9/28 Networking Reception



Keynote Presentation



For a current list of sponsor opportunities, please contact the WHA Education department at education@wha.org.

Exhibitors

The support of our exhibitors is greatly appreciated! Plan on seeing these organizations at the conference!

- **Abbot Nutrition**
- **Array Behavioral Care**
- **ATI**
- **Baxter**
- **Bellin College**
- **Carroll University**
- **CEC (Communications Engineering Company)**
- **Chippewa Valley Technical College**
- **EBSCO**
- **Grand Canyon Education**
- **Herzing University**
- **Maxim Healthcare Staffing**
- **Medical Staffing Solutions, Inc.**
- **Outset Medical**
- **Qualivis**
- **SpaceLabs Healthcare**
- **The Morel Company**
- **UW Green Bay**
- **Viterbo**
- **Wake Forest University School of Medicine**
- **Wieland Healthcare**

If you would like to register to exhibit at the WONL conference, click [here](#).

Featured Presenters

Joe Sanfelippo, PhD, MS, BA



Dr. Joe Sanfelippo has spent the last 12 years as the superintendent of the Fall Creek School District in Fall Creek, WI. The Fall Creek School District was named an Innovative District in 2016 and 2017 by the International Center for Leadership in Education. Joe holds a BA in Elementary and Early Childhood Education, an MS in Educational Psychology, an MS in Educational Leadership, and a PhD in Leadership, Learning, and Service. Joe has authored multiple books, including the best-selling *Hacking Leadership: 10 Ways Great Leaders Inspire Learning That Teachers, Students, and Parents Love*, and his latest *Lead From Where You Are: Building Intention, Connection, and Direction in our Schools*. He was selected as 1 of 117 Future Ready Superintendents in 2014 and 1 of 50 Superintendents as a Personalized Learning Leader by the U.S. Department of Education in 2016. *Education Dive* named Joe their National Superintendent of the Year in 2019.



Erika Rolland, MSN, RN, RN-BC, Virtual Care Nurse Manager, Mayo Clinic Health System

Erika Rolland earned her bachelor's degree from Luther College and her Masters of Science in Nursing from Walden University. Throughout her 21-year nursing career at Mayo Clinic, Erika has worked in a variety of inpatient and ambulatory practices. Initially, she worked as a medical nurse in an inpatient hospital unit before transitioning to the Neonatal Intensive Care Unit for next 11 years of her career. In 2018, she transitioned to care coordination within the remote monitoring practice, monitoring complex care patients in their home setting after recent hospitalizations or health challenges. She served in the Interim Nurse Manager role for the Remote Monitoring program in 2019, and for an inpatient orthopedic surgical unit from 2021-2022. Erika is currently the Virtual Care Nurse Manager, supporting efforts to build virtual care nursing practices across Mayo Clinic.

Gina Von Ruden, MSN, RN, Nurse Administrator, Mayo Clinic Health System

Gina Von Ruden is a nurse leader driving to develop and implement innovative digital solutions to address the challenges faced by the nursing workforce throughout the continuum of care. She is seeking to answer the call to action for nurses in these times of rapid change, scarce resources, and emerging technologies. Gina brings 24 years of nursing experience in bedside acute care, procedural, and progressive leadership roles. She received her BSN from Winona State University and MSN in Nursing Leadership from Western Governor's University. Gina is currently a nurse administrator at Mayo Clinic Health System where she supports clinical areas and digital health initiatives across the nursing practice.



Kristin Waite-Labott, RN

Kristin has been a registered nurse since 1991. After losing much to alcohol and opioid use disorders, she found recovery in 2005. She now works as Head Nurse Coach with Veritus, a virtual treatment program for nurses with substance use and mental health disorders, founded by WisPAN (Wisconsin Peer Alliance for Nurses) a non-profit organization providing peer support for nurses with substance use issues, is an emergency room nurse, and has published a book, *An Unlikely Addict*, about her story of recovery. She is committed to making a difference. You can learn more on her websites, www.unlikelyaddict.com and wippeeralliance.org.

Brian Krogh, MSN, RN, Executive and Legislative Committee Member, ANEW

Brian Krogh has over 25 years of nursing experience and has dedicated his career to helping others achieve their professional and personal goals. Beginning his career in the ICU, he quickly discovered his love for teaching and sharing his knowledge with aspiring nurses. This passion led him to transition to academia 16 years ago, where he has made a difference as an instructor at Northeast Wisconsin Technical College (NWTC). For the past nine years, he has served as an Associate Dean of the nursing program at NWTC. In this role, he has made it his mission to ensure that the next generation of nurses receives a comprehensive education that prepares them for the many challenges they will face in the field. In addition to his work in nursing education, he serves as an executive and legislative committee member for Administrators of Nursing Education of Wisconsin (ANEW). Through these positions, he has advocated for advancing nursing education and health care policy in a broader capacity.



Dr. Teri Kaul, PhD, APRN-BC, Legislative Committee Member, ANEW

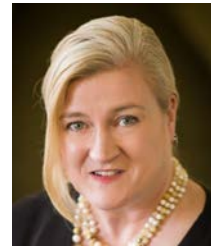


Dr. Kaul has more than 30 years of teaching and nursing educational administration experience in higher education. She currently serves as the Chairperson of Nursing at Carroll University in Waukesha, WI. She has been a past president of the Wisconsin League for Nursing and currently sits on the board of directors. She is also on the legislative committee for the Administrators of Nursing Education of Wisconsin (ANEW). Her desire to stay current and involved in the ever-changing health care environment is evident in her continued practice as a nurse practitioner. Her scholarship in nursing has been devoted to curriculum development and her service has focused on the underserved communities. Dr. Kaul has dedicated her career to developing and providing quality education for nurses through partnerships with students, faculty, health care institutions, and the communities they serve.

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Nancy Reese, DNP, RN, CNE, Director of Nursing, Carthage College

Nancy Reese came to Carthage College in Kenosha, WI in August 2021 after 14 years at a private university in the Chicagoland area. There, she served in various academic positions, including professor, director of dedicated education units (DEUs), assistant dean of curricular initiatives, and interim dean of nursing. She has presented DEUs and their unique value to clinical partners at conferences, retreats, and networking events. Her specialities areas are community health and medical-surgical nursing in neurology. She has led 24 missions and participated in two missions around the world with teams of up to 45 people to serve those in need since 2002. She is a volunteer with her local Medical Reserve Corps. Her research areas include spiritual distress and nursing students, improving student/faculty relationships, creating clinical relationships through dedicated education units, service learning and quality improvement. She particularly finds joy in mentoring nurses into faculty roles.



Christine Vandenhouten, PhD, RN, CPH, Director of Nursing and Chair of Nursing & Health Studies, UW-Green Bay

Christine Vandenhouten is the director of nursing, chair of nursing & health studies at the University of Wisconsin-Green Bay. In 2019, she and colleagues launched a new prelicensure BSN program during the early phases of the COVID-19 pandemic. Currently she assists with curriculum development and evaluation as well as clinical relationships. As a member of the Greater Green Bay Healthcare Alliance, Christine helps ensure the safety and quality of student experiences with our clinical agencies. Her research interests include political advocacy of nurses and other health care workers as well as credentialing and community public health curricular challenges.

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.



Todd Andrew, Corporate Comedian

Todd began his comedy career in the Boston area (where he grew up), but eventually moved to his wife's hometown in Western Wisconsin. Todd's performances are wonderfully woven stories about the observations and trials of a "Boston Boy Lost in Wisconsin," focusing on his "fish out of water" experiences, his wife & family, and other odd life events. He holds an MBA from the University of St. Thomas-Minnesota, and a BS in Plastics Engineering from the University of Massachusetts-Lowell. Todd's education and professional career experiences, coupled with his clean material, high energy, and quick wit, makes him a perfect match for your corporate event or private party! Let Todd's witty charm and likable personality wrap you into his funny adventures of living in the Midwest.

Jerry Teplitz, JD, PhD

Dr. Jerry V. Teplitz' background is as unique as the techniques and approaches he teaches. He is a graduate of Hunter College and Northwestern University School of Law. He practiced as an attorney for the Illinois Environmental Protection Agency. At that point, Dr. Teplitz' career took a dramatic change of direction. He studied and received a master's and doctorate degree in Holistic Health Sciences. He was also on the faculty of the U.S. Chamber of Commerce Institute for Organization Management for nine years. Dr. Teplitz has been president of his consulting firm and as a professional speaker, he has spoken at over 1,800 meetings and to over one million people. He conducts seminars in the areas of leadership, management, stress management, employee productivity and sales development. The list of health care clients across the U.S. and Canada he has spoken to is extensive. Jerry is the author of two Amazon Bestsellers: *Switched-On Selling* and *Switched-On Networking*. Other books he has authored include *Managing Your Stress In Difficult Times*, *Switched-On Living* and *Brain Gym for Business*. Articles on Jerry have appeared in such publications as *Inc.*, *Successful Meetings*, *Prevention*, and *Travel & Leisure Golf Magazine*. He has also been listed in several editions of *Who's Who in America* and now hosts an internet radio show called *Healthy Alternatives*. Jerry is one of only 600 speakers world-wide who has earned the title Certified Speaking Professional from the National Speakers Association. He has been selected by the Professional Convention Management Association as a "Best-In Class" speaker and by the Canadian Society of Association Executives as an Association Excellence Speaker based on the quality and impact of his presentations, and has been inducted as a Legend of the Speaking Profession by the Veterans Speakers Network.

