Dear ACNL Friends and Colleagues:

It has been an awesome privilege and responsibility to serve as your 2012 ACNL President! This year has been an incredible journey as we moved forward with our Call to Action: ACNL Leading the Way. 2012 has been a year of increased engagement of members, chapters and regions working together to actualize our vision of transforming nurse leadership through education, mentorship and opportunities for professional growth.

Our Call to Action has been typified by the participation of ACNL leaders in the work of the Institute of Medicine’s groundbreaking report, The Future of Nursing: Leading Change, Advancing Health. ACNL has played a vital role in the leadership and growth of the California Action Coalition (CAC), the group charged with implementing the IOM’s eight recommendations in our state. The goal of this work is to empower nurses to practice to the full extent of our education and training, advocate for lifelong learning and higher levels of education for nurses, be full partners with physicians and more effectively build and utilize the RN workforce.

I’m proud to report that most of the eight CAC teams working to implement the IOM recommendations have at least one ACNL member as co-lead for the group. Our members have also been instrumental in forming partnerships to spread the word about the IOM initiatives in our communities and organizations. Additionally, ACNL continues its active stance in the pursuit of lifelong learning by establishing several academic partnerships with university and college systems to reduce barriers and benefit members seeking advanced degrees.

ACNL’s Call to Action has led the way in support of numerous causes to advance nursing, such as Flowers for the Float, a project that created a float honoring nurses in the 2013 Tournament of Roses Parade. In the planning for more than five years, the 2013 float marked the first time in the 124 year history of the Rose Parade that nursing was recognized during the event. It was inspiring to see the float honoring nurses’ contributions to improving the health of our communities and know that millions of viewers worldwide also saw this spectacular tribute to our profession.

ACNL actively supported development of the movie, NURSES: If Florence Could See Us Now, produced by ONE (On Nursing Excellence). The movie premiered at the October 2012 ANCC Magnet Conference and was met with a standing ovation. Another project that is important to ACNL and our members is Flo’s Cookie Jar, offering one-time grants for nursing students who are in danger of dropping out of school due to financial circumstances. Flo’s continues to be a cause ACNL fully supports through monetary and in-kind donations.

Our Call to Action has included enhancing the connections between ACNL and its regions, chapters and individual members. As President, I have spoken at seven regional and chapter meetings throughout California, including: ACNL Region South, North Central ACNL Chapter in Stockton, Ventura-Oxnard Chapter, Central Coast ACNL Chapter in Santa Cruz, and chapter meetings in Bakersfield, San Diego and San Francisco. I also participated in an interest group meeting in Paso Robles at a beautiful winery. Meeting individuals who are passionate about nursing and seeking ways to promote nursing leadership in their
communities has been a truly wonderful experience. Thank you all for inviting me to your meetings.

We are successfully reaching out to younger nurse leaders in our state. I’m happy to report that we have a number of newer members stepping up to serve on committees, assume leadership roles, assist in recruitment and place their names on the ballot for ACNL office. We have embarked on new ways to meet the needs of these millennial nurse leaders, utilizing social media and technology to strengthen our voice. At the 2013 Annual Conference, ACNL is debuting an event app for smart phones and other devices that features detailed information about our presenters, exhibitors and events, and will enhance networking. ACNL recently joined Twitter (#acnlnurse) for real time messaging during the conference and beyond.

The Member Services Committee has done a remarkable job of increasing connections with new members and looking for innovative ways to reach out to members and non-members alike. We worked closely with the American Organization of Nurse Executives to learn creative ways to build and retain membership, resulting in achievement of our goal to exceed 1200 members in 2012—the highest membership level we’ve attained in our 35 year history.

Strong program development has been a major force in our Call to Action. We presented several webinars throughout the year to educate members. The Leadership Development Committee produced a thought leadership webinar and a cultural diversity series. The Health Policy Committee hosted an update on health care reform, featuring Jo Ann Webb, MHA, RN, of AONE. In November, the Leadership Development Committee presented the inaugural Senior Nurse Leader Summit to meet the needs of experienced nurse leaders from service and academia, including chief nurse executives and high level directors.

Planning continues by our Voice and Communications Committee for an advanced communication/media training boot camp to be held in 2013. Through the use of simulation, the boot camp features an individualized program to help nurse leaders increase their voices and craft effective messages for the health policy arena, community settings, board rooms and when speaking to the media.

Our Call to Action means maintaining and strengthening our strategic partnerships. We continue to partner with the California Institute for Nursing and Health Care, California Hospital Association and California Association of Colleges of Nursing. In addition, 2012 was a transformational year in the growth of the Collaborative Alliance for Nursing Outcomes (CALNOC), as they successfully transitioned to an independent entity. Our collaborative relationship with CALNOC will continue to flourish as both organizations support the strategic goals of one another. ACNL’s partnership with the California Nursing Students’ Association is extremely gratifying to me personally. Supporting and mentoring the next generation of nurses as they grow professionally and learn about leadership and advocacy is important to me as a nurse leader.

This is a brief summary of our achievements over the past year. As we celebrate 35 years of nurse leadership, I invite you to read this Annual Report and learn more about the accomplishments of our committees, members and strategic alliances. You’ll also have the opportunity to step back in time as we share information from ACNL’s 35 year history that you will find very interesting.

Thank you for the honor of serving as your President in 2012! I would like to express my humble and heartfelt appreciation to the intelligent, passionate and creative leaders who comprise the membership of the Association of California Nurse Leaders. You are the ones who certainly Lead the Way!

Ginger Manss, MSN, RN, AOCN
2012 ACNL President
As we celebrate our 35th anniversary as the leadership organization for nurses in California, it has been an honor and privilege to serve in this role—working with California's outstanding nurse leaders. Working with nurse leaders who have shaped and influenced nursing and health care has been challenging, exciting, and at times chaotic, but throughout our 35 year history, we can truly say we have made a difference.

Without question ACNL has continued to lead the way in 2012. We raised our voices in support of legislation to reinstate the BRN, provided recommendations to the governor on appropriate candidates for the nurse administrator and other Board positions, provided written comments on the proposed regulations related to administrative penalties and participated in a candid discussion with California Health and Human Services Secretary Diana Dooley about our priorities as we move forward with Health Care Reform implementation.

Interest in our Foundation for Leadership Excellence program has grown so much that we added a third course in November to meet increasing registration volume. Also in November, we presented the Senior Nurse Leader Summit, our first endeavor in providing a unique retreat-like program for experienced leaders interested in moving their careers to the next level. We received excellent participant feedback from the Summit.

Our outstanding staff managed five ACNL programs, the annual conventions for CNSA, CALNOC and CACN as well as webinars and live meetings. Today’s challenging economy has required additional staff time and energy in recruiting, retaining and managing key industry partner relationships which are critical to our educational program success. ACNL’s industry sponsors have grown over the years with nearly 80 organizations contributing to our success in 2012.

Like most businesses, we are challenged to find and utilize technology that will further our work. We continue to be challenged with improving the functionality of our website to meet the growing needs of our committees. In 2013, we will work closely with our web master to ensure that committee members have access to the technology they need to actualize the work of ACNL.

I have had numerous opportunities to speak on behalf of ACNL at conferences, community venues and professional association meetings. Our voice continues to grow as we work closely with the California Action Coalition (CAC) to implement the recommendations identified in the 2010 IOM Report, The Future of Nursing: Leading Change, Advancing Health. Nurse leaders and nursing students across the state have embraced this work. As we move forward in 2013, let’s commit to engaging more members of our profession and include and invite our direct clinical care colleagues to participate in the discussions and work of the CAC.

We cannot forget that ACNL is a small business and must adhere to all the regulations and requirements governing California nonprofit organizations. While the threshold for auditing nonprofits is $2 million in revenue, the Board committed resources for financial audits every other year. As a result, our 2012 financial records and systems will be audited. In January 2010, QuickBooks released a program specifically for nonprofit organizations. Past President Stephanie Mearns generously donated the software to ACNL. This program has allowed us to develop excellent tracking tools to assist the Board with their fiduciary responsibilities. Therefore, we anticipate that our 2012 audit will meet and exceed all accounting standards for nonprofit organizations.

Our challenges for 2013 include continuing to engage our membership, developing strategies to ensure succession planning, providing education programs to meet the diverse needs of nurse leaders, embracing technology and social media, and looking for opportunities to promote and share innovations.

As we have shown over the past 35 years, ACNL is committed to preparing nurse leaders today for the opportunities of tomorrow.

Patricia L. McFarland, MS, RN, FAAN
ACNL Chief Executive Officer
ACNL Financial Report

We began 2012 with the goals of growing our membership, raising our voices and increasing our educational offerings. These deliverables are tied directly to our revenue streams. A major challenge presented itself in February when the CALNOC Board of Directors actualized their goal of independence. What this new independent status means is ACNL’s CEO and analyst are no longer involved in the day-to-day operations of CALNOC. However, as a founding member of CALNOC, we continue to support and work closely with their leadership team and Board. A formal letter of understanding was developed between the two organizations to strengthen this new partnership.

The 2012 ACNL Board immediately began discussing this loss in revenue and reevaluated our strategic priorities and direction. Secretary-Treasurer Dennis Kneeppel provided the leadership as the Board analyzed revenue closely— noting that membership dues had not been raised since 1998. With that in mind, a communication strategy was undertaken to notify members of the rationale for a dues increase. When raising dues in any membership organization, there is concern that the increase will spark a drop in membership. With the attainment of a record membership of more than 1200 members in 2012, it was evident that this decision had the support of the membership.

We continue to work closely with our investment consultants at Morgan Smith Barney and Rick Mearns, the 2010 recipient of the ACNL Friend of Nursing award. During the fiscal recovery, the Board has closely and conservatively monitored our investments. The overall portfolio performance for 2012 has been solid, however the Board decided at the end of 2012 to become more aggressive with our cash reserves in 2013.

Over the last several years we have been vigilant in controlling expenses while looking for new sources of revenue. By the end of 2011, we had regained the losses we actualized in 2008. We have exceeded budget again this year. This can give us the flexibility to invest in ourselves with the goal of strengthening our voice.
As part of the 2012 Call to Action, ACNL offered a variety of educational programs over the past year to meet the diverse needs of our membership. Each of these programs received acclaim from participants.

Leadership Development Committee

Nurse leaders across the nation are being called upon to lead change and actively participate in the redesign of our nation’s health care system. Additionally, many nurse leaders are committed to succession planning and ensuring a pipeline of skilled emerging leaders to successfully transition to leadership roles.

With these needs in mind, the Nurse Leadership Development Committee (NLDC) presented several successful educational programs and implemented strategies to evaluate and strengthen existing ACNL leadership and professional development offerings in 2012.

Early in the year, the NLDC completed a comprehensive review of member educational needs. This review was based on results of an educational survey, review of evaluations from ACNL’s 2012 Annual Conference and requests from members. As a result, the Committee planned and presented a webinar on thought leadership and a two-part webinar series on cultural diversity. Recordings of these informative webinars are available for purchase through the ACNL website.

After months of planning, the Committee presented the Senior Nurse Leader Summit, Leveraging Influence and Innovation: Taking Leadership to the Next Level, in November. Feedback from program participants was very favorable.

To support the next generation of nurse leaders, NLDC partnered with the Annual Program Committee to offer an emerging nurse leader breakout session at ACNL’s 2013 Conference. Additionally, the Committee received IRB approval for a comprehensive survey tool for the Foundation for Leadership Excellence program. This survey tool will enhance assessment of the program and provide valuable feedback to help guide future modifications of the Foundations course.

Senior Nurse Leader Summit Focuses on Building Innovation and Influence

In November 2012, ACNL presented Leveraging Influence and Innovation: Taking Leadership to the Next Level, a summit for nurse leaders to discuss and share ideas about current issues in health care.

The retreat-like program featured four nationally recognized presenters, who encouraged audience participation and discussion. Kathy Malloch, PhD, MBA, RN, FAAN, consultant and author, showed participants how to apply the principles of innovative leadership to create a culture of innovation within their organizations. Diana Dooley, JD, Secretary of California’s Health and Human Services Agency, updated conference attendees on the development and implementation of infrastructure to support the Affordable Care Act, including the California Health Benefit Exchange Board. Denise Brosseau, MBA, CEO of The Well Connected Leader, described strategies to build influence and advance from expert to thought leader. Mellissa Fitzpatrick, MSN, RN, FAAN, Vice President and Chief Clinical Officer at Hill-Rom, described the interaction and alignment of people, process and technology to create more efficient care delivery systems.
Annual Program Committee

The Annual Program Committee is charged with planning ACNL’s premier education event of the year, the Annual Conference. Planning for the 2013 Annual Conference, Courage to Lead: Igniting Our Passion, began early in 2012.

As the Committee reviewed evaluations from the 2012 Annual Conference in Rancho Mirage, they used member feedback to design the educational program and select appropriate presenters. They also plan conference events and celebrations and provide support during the annual event. Committee members strive to offer participants maximum benefit for their conference registration fee, making ACNL’s Conference a great value for nurse leaders.

The 2013 Annual Conference utilizes social media more than ever before. A mobile event application has been created, enabling participants to access conference materials and presentations from their smart phones, tablets and other mobile devices. Participants on Twitter will also be able to “tweet” during the conference.

Some Participant Comments from 2012 Annual Conference:

“Very pleased with the array of knowledge presented and with the expertise level present at the conference.”

“It was actually outstanding plus!! Better than excellent content this year!!”

“ACNL continues to provide an event where all nurse leaders can come together.”

“The overviews of emerging trends and discussion of collaborative opportunities are helping to create a stronger leadership network and power base.”

Highlights from ACNL’s 2012 Conference in Rancho Mirage

Early morning huddles allowed the Annual Program Committee to proactively address attendees’ needs.

Actress Pippa White enthralled and inspired conference attendees with her portrayal of Florence Nightingale, Clara Barton and Dorthea Dix.

Nurse leaders share information and best practices during the conference poster session.
The IOM’s Future of Nursing Initiatives and Health Care Reform have provided forums for nurse leaders to be key players in creating and influencing the future of health care delivery. Recognizing that these opportunities provide momentum for a stronger, more influential ACNL voice, the Voice/Communications Committee was formed in 2012.

The 2012 Annual Conference in Rancho Mirage marked the first official meeting of the committee. The group began their work by assessing opportunities to increase ACNL’s internal and external communication strategies.

To improve internal communications, the team developed a form that other ACNL committees can utilize to more easily share their work with the membership. When applicable, information from the tool can also be used to craft external messages to potential members, partners, stakeholders and the public. The tool was tested by the Board of Directors and the Member Services and Leadership Development Committees. After gathering feedback from this trial, the form was modified and finalized. The tool is now available for use by all committees.

The Voice/Communications Committee assessed ACNL’s website, Facebook page and publications, including DirectLink and News for Nurse Leaders, for relevance of content, timeliness of information and ease of use. Several recommendations from this assessment have been implemented by the ACNL staff.

The Committee is also offering expert consultation for the development of ACNL’s High Performance Communication and Media Training Boot Camp, to debut in Spring 2013. Titled Using Your Voice to Influence Change, this unique course utilizes simulation to provide individualized instruction and feedback to participants. The course is designed to build high performance communication skills and increase comfort and confidence in any setting, including providing legislative testimony, being interviewed by the media and presenting to boards and community groups.

Any effective communication plan for today’s world must include social media. In 2011, ACNL created an organizational Facebook page to further connect with members and potential members and provide another venue for dialog and information sharing. This past year, the ACNL Facebook page has slowly but steadily been gaining in followers, with more nurse leaders visiting the site.

ACNL also has a YouTube channel (ACNL Video) where we’ve posted videos about benefits of membership in ACNL, highlights of annual conferences, CNSA videos and other videos of interest to nurse leaders. Members can also download these videos to share with others. To visit the ACNL channel on YouTube, enter “ACNL Video” in the YouTube search box.

YouTube and Facebook were only the beginning. In 2012, ACNL began work on a mobile application for use at the 2013 Annual Conference. This app allows conference participants to view conference materials and presentations, provide real-time updates about conference happenings, aids in networking and much more. ACNL also launched a Twitter account (#acnlnurse) for utilization at the conference and beyond.
ACNL’s Administrative Leaders: Actualizing the Vision on a Daily Basis


Connie Huff was a founding member and the first executive director for our organization. Connie retired at the end of 1992. In honor of her contributions, the keynote session of the Annual Program is dedicated in her memory. Connie was diagnosed with cancer soon after retiring and passed away in October 1993. Her legacy will forever be present in the work of ACNL.

A dear friend paid tribute to Connie by saying, “We congratulate you on your success both in living and dying… your fine execution of your chosen career of professional nursing; your unwavering values and your ability to implement them in your every endeavor. We acclaim you for your understanding; your tolerance; your ability to see conflicting views and find keys to solutions; and, lastly your effective negotiation skills. You trusted each of us to catch your vision and promote your values, which were always consistent with the highest level of operations, and to carry out the mission. You always sought and found the best in people.”

Carol Denton Mackay: 1993 – 1994

Although her tenure was short, Carol worked closely with the Board to move the organization forward and build its financial base. Her connections and relationships with the staff of the Board of Registered Nursing helped to further the work of nurse leaders in California.

Patricia McFarland: Executive Director

Bringing with her a strong background in nursing administration and patient care, Pat became executive director in January 1995. Her vision and business acumen has been a great asset to each president and board she has served, setting the organization on a solid financial and operational foundation. As a result of ACNL’s growth under Pat’s tenure, the executive director role has grown and evolved. In 2005, the ACNL Board of Directors elevated the title and job description to chief executive officer and the membership voted to make the CEO a full voting member of the Board.

Over the past 18 years, ACNL has developed alternative revenue streams to strengthen its financial base, expanded educational offerings, fostered strategic partnerships and continued to increase the influence and voice of nursing leadership. Pat’s passion for the nursing profession is apparent in her commitment to quality and patient safety, succession planning and developing the next generation of nurse leaders. She is a trusted resource, mentor and coach for nurse leaders at all levels—from students and emerging leaders to seasoned veterans.

Pat is truly a remarkable nurse leader who has made a positive impact on the profession as a whole, on the lives of nursing leaders she has touched, and on the patients and students that are in the care of nurses everywhere.
ACNL Presidents 1978 – 2012
Their Legacies...

2012
Ginger Manss
Strengthening ACNL’s Voice by engaging members and chapters in the work of ACNL, achieving the largest membership base in our history.

2011
Beth Gardner
Reinvesting in our core mission by embracing Clarity, Commitment, Collaboration and Communication with the goal to engage the diverse members of the organization and strengthen our partnerships.

2010
BJ Bartleson
Developing strategies to define nurse leader outcomes, spotlighting our unique contributions in transforming health care.

2009
Kathy Dawson
Developing a plan for ACNL focusing on leadership, education and nursing practice. Ensured ACNL’s voice was heard at the IOM Future of Nursing public hearings.

2004
Nancy Carlson
Advancing patient safety as a core initiative for ACNL.

2003
Judy Husted
Leading a board that had the vision to set long-term strategies to broaden the scope of the organization while remaining true to the vision.

2002
Therese Morley
Facilitating the World Café as a framework to engage academia and service in dialogue.

2001
Mary McFadden
Operationalizing our commitment to succession planning with the creation of the Foundation for Leadership Excellence program.

1996
Terry Bream
Championing a new branding campaign for the organization, which included changing the organization’s look, developing a new logo and selecting meaningful colors to represent the organization.

1995
Deloras Jones
Convening a group of nurse leaders to discuss a statewide process to develop nurse-sensitive, patient-outcome indicators. From these early discussions, the California Nursing Outcomes Coalition (CalNOC) was established.

1994
Richard Brock
Strengthening ONE-C’s relationship with the American Organization of Nurse Executives (AONE) and establishing a dialogue with unions and other professional associations in a safe, non-political setting with the goal of increasing nursing visibility and leadership in California – on a national level!

1993
Judee Berg
Changing the mission of the organization to include the nurse leader’s role in creating/maintaining healthy communities while building the organization’s financial base through ensuring successful programs and membership growth.

1988
Joanne Olsen
Working with the board to obtain financial solvency for the organization.

1987
Myrna Warnick
Establishing regional representation and increased opportunities to partner with the California Hospital Association.

1986
Betty Noyes-Creger
Infusing life into the strategic plan, which centered on leadership excellence, member involvement, financial strength and excellent education programs.

1985
Karen Logsdon
Growing and defining the direction of the organization.
35 Years of Nurse Leadership

2008
Donna Kistler
Challenging members to remain focused and lead through difficult times, while never forgetting nurse leaders make a difference every day in the lives of those we serve.

2007
Kathy Harren
Champion for diversity in membership and partnerships, advocating for nursing’s voice at tables where health care decisions are made.

2006
Peggy Diller
Embracing change by operationalizing regional forums in each area of the state, implementing the chapter model and allocating funds to expand the organization’s paid staff to help move the work of the organization.

2005
Mary Lopez
Redefinition of ACNL’s direction, leadership paradigm and an analysis of inclusion of academia into the board composition.

2000
Sandra Davis
Engaging the board and membership into discussions around succession planning.

1999
Stephanie Ruh Mearns
Committing to a better educated nursing workforce through life-long learning and increasing the focus on fundraising for ACNL's scholarship program.

1998
KT Waxman
Challenging members to celebrate change and embrace technology. Championed ACNL’s first website.

1997
Lynne Waley-Whelty
Transitioning the organization’s name change to the Association of California Nurse Leaders and laying the groundwork for moving the organization forward as a visionary association.

1992
Carol Bradley
Leading the discussions related to the revision of Title 22 and the establishment of ONE-C’s financial commitment to initiate the creation of the California Strategic Planning Committee on Nursing.

1991
Mary Smithwick
Challenging members to adopt an attitude of how can we work together to achieve our goals.

1990
Tim Marzen
Encouraging members to think globally, but act locally.

1989
Ellen Lewis
Defining the role for the “professional nurse” and transitioning the name of the organization to the Organization of Nurse Executives – California (ONE-C).

1984
Pat Cunningham
Developing CSNSA into a society to network to address concerns and question and implement innovations for change.

1983
Carol Cox
Establishing specific task groups with assigned board liaisons and establishing the Coalition of Specialty Organizations.

1982
Nancy Muravez
Establishing CSNSA’s comparable worth.

1980-1981
Dona Bruton
Developing the organization’s first paper on “The Rights and Responsibilities of Administrative Nurses: Professional and Individual.”

1978-1979
Lee Brown
Facilitating CSNSA as the vehicle for the interchange of ideas.
35 Years of Nurse Leadership

“A testimony to the dream of a few and the vision of many.”

— Shelia Stevens
CSNSA Historian
1983

1978
- Met criteria established by the American Society of Nursing Service Administrators to be a Chapter
- Affiliated with the California Hospital Association

1979-1988
- Established the Coalition of Specialty Organizations
- Connie Huff selected as the first Executive Director
- Established Scholarship program

1989-1998
- Recognition program established
- Participated in the revision of Title XXII
- Became a founding member of California Strategic Planning Committee for Nursing (CSPCN)
- Received the first grant to further the work of CSPCN
- Partnered with ANA/C to establish CALNOC
- Actively participate in defeating two ballot initiatives related to staffing ratios
- Launched the organization’s first website

NAME CHANGES

1978
California Society of Nursing Service Administrators

1989
Organization of Nurse Executives – California (ONE-C)

1995
One California

1997
Association of California Nurse Leaders (ACNL)
Leadership

1999-2008

- Received the Policy and Legislative Advocacy Award from AONE
- Received CHA’s Leader of the PAC Award
- Partnered with CINHC to establish the Foundation for Leadership Excellence
- Partnered with Hospital Council of Northern and Central California on an Endowment Grant to address diversity in the Central Valley
- Began work on Better Educated Nursing Workforce (BENW)
- Received an AHRQ Grant on behalf of CALNOC
- Partnered with CHA to host 7 educational programs about the implementation of staffing ratio regulations
- ACNL agrees to manage CNSA
- ACNL continues to grow. Executive Director Patricia McFarland becomes CEO
- Brenda Brozek hired as new executive director with focus on education and communications
- Received a qualitative research grant from the Betty Irene Moore Nursing Initiative on the role of the RN on Rapid Response Teams as part of the 100K lives project
- Formalized connections with chapters
- Received the Chapter Achievement Award from AONE’s Institute for Patient Care Research and Education
- Presented our 100K Lives project at Sigma Theta Tau International (STTI) convention in Vienna

2009-2012

- BENW Toolkit available for members
- Began offering webinar education
- Healthy Work Environment Assessment Instrument developed
- Quality & Patient Safety toolkit released (updated 2012)
- ACNL weathers financial storm of 2008; fully recoups losses by end of 2011
- Partnership with California Masonic Foundation to offer scholarships
- Provided verbal and written testimony at the IOM Future of Nursing public hearings
- Entered into an agreement with California Association of Colleges of Nursing (CACN) for association management
- Utilization of social media to strengthen voice
- Collaborated with UCLA, BRN, CINHC to survey new grads about workforce issues
- Commissioned book to assist new grad RNs in their first job
- CALNOC becomes an independent 501c3
- Partnerships with universities to offer advanced degree opportunities to members
- Membership Exceeds 1200
ACNL has a long and successful history of partnering with organizations who share our commitment to excellence in nursing leadership, practice and patient care. These relationships allow us to spread our influence and provide alternate venues to raise our voices while implementing strategies to improve the quality of care and health of those we serve. Critical to our success are the relationships we have formed with the leaders in these organizations—especially the California Hospital Association (CHA), California Institute for Nursing and Health Care (CINHC) and Collaborative Alliance of Nursing Outcomes (CALNOC).

It was ACNL’s past president Deloras Jones who challenged us to develop a statewide database for nurse sensitive indicators. From these early discussions, CALNOC was born. Over the past 16 years, ACNL supported CALNOC’s work by providing financial and administrative oversight and later adding customer and recruitment services. This year, CALNOC moved to complete independence as a 501c3 organization. Founding member Nancy Donaldson, DNSc, RN, FAAN, completed her term as chair of the Board of Directors and ACNL past president Kathy Harren, MS, RN, succeed her as chair.

Deloras Jones founding member and executive director for CINHC also stepped down in 2012. After a lengthy search, another ACNL past president, Judee Berg, accepted the executive director role in September. ACNL partnered with CINHC on the development of the Foundation for Leadership Excellence program in 2002, and later provided funding for the Master Plan for Nursing. Currently, ACNL’s CEO serves on the CINHC Advisory Board as well as the Audit Committee.

Another change occurred when the long time CHA liaison to ACNL’s Board of Directors retired. Dorel Harms, MHA, RN, FACHE, provided valuable consultation, advice and service to ACNL for more than 15 years. She also shared her expertise of the political environment freely with the Health Policy Committee. We are proud to be honoring Dorel with the ACNL Lifetime Achievement Award at the 2013 Annual Conference. With Dorel’s retirement, the CHA leadership did not have to look too far to find a replacement in ACNL past president BJ Bartleson. BJ assumed the role of CHA vice president in February and now serves as the liaison to the ACNL Board of Directors.

In late 2009, members of California Association of Colleges of Nursing (CACN) approached ACNL with the proposal of taking on the management services of CACN. As academic leaders from baccalaureate and higher degree programs, there is great synergy between our two organizations. Over the past two years, we have managed CACN operations as well as their conferences.

In 2012, we began discussing the opportunities to create a new collaborative with our academic partners in CACN, California Organization of Associate Degree Nursing Programs and the leadership of the American Nurses Association/California to form the Quad Council. The goal of this group is to come together
to discuss issues confronting the nursing profession and develop strategies to strengthen nursing’s voice in a variety of arenas.

For the past nine years, we have worked closely with the California Nursing Students’ Association (CNSA). We do this work as a commitment to the next generation of nurse leaders. The students we have the privilege of working with are bright, enthusiastic and committed to making their mark on nursing. Over the years ACNL members have freely given their time to mentor these student leaders. Several ACNL members including Ginger Manss, Brenda Brozek, Donna Kistler, Susan Herman, Joanne Kingsbury and Mary Foley have served as advisors to the CNSA Board along with Susan Bowman and Nicole Bloom from ANA/C.

2012 was a year of change in many of our partnership organizations. However, we have embraced these changes and continue to move our agendas forward to support our commitment to excellence in patient care, nursing and leadership.

ACNL Educational Partnerships Provide Opportunities for Members

In 2012, ACNL partnered with six colleges and universities to promote lifelong learning and the attainment of advanced education. These partners provide ACNL members with scholarships or discounts on tuition. These partnerships do not represent ACNL’s endorsement of any individual educational program, but are intended to provide our members with options.

Educational partners are:

- Chamberlain College
- Drexel University
- Grand Canyon University
- Georgetown University
- University of San Francisco
- Walden University

Industry Sponsors: Supporting the Work of Our Organization

ACNL’s industry partners and sponsors support our work and make it possible for our organization to offer high quality educational programs to our members for a reasonable cost.

Major sponsors are:

- Diamond
  - Hill-Rom
  - Kaiser Permanente-California
  - Stryker Medical

- Platinum
  - Abbott Nutrition
  - California Masonic Foundation
  - Cedars Sinai Medical Center
  - Memorial Care Health System
ACNL’s vision is actualized through the work of our Board and core committees. In 2012, members embraced President Manss’ mantra Call to Action: ACNL Leading the Way! The first meeting for all committees was at the Annual Conference in February.

Here is a brief summary of committee accomplishments. For full committee reports we invite you to visit the ACNL website at www.acnl.org.

### Strategic Planning Committee
- Refined the vision of ACNL
- Recommended the re-establishment of the Quality and Patient Safety Committee
- Recommended the development of a communications committee to assist with raising our voice

### Nominations Committee
- Based on a bylaws change, 2012 marked the first year that two members were appointed rather than elected to the committee. This enables the ACNL Board to appoint senior members who know the membership talent in their respective geographic regions.
- Presented a strong and diverse slate of candidates for the 2013-2015 Board of Directors
- 27 percent of the membership participated in the fall election

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<th>Position</th>
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<tr>
<td>President-Elect</td>
<td>Margarita Baggett</td>
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<td>Board Member-North</td>
<td>Beth Eichenberger</td>
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<td>Board Member-Central</td>
<td>Mary Contreras</td>
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<td>Board Member-South</td>
<td>Mary Wickman</td>
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<td>Board Member-San Diego</td>
<td>Susan Stone</td>
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As one of her last official duties as 2011 ACNL President, Beth Gardner addresses committee members during their planning session at the 2012 Annual Conference.
Quality and Patient Safety

- 2012 marked the first year the committee was reinstated as a core committee for ACNL
- Reviewed the 2009 Quality and Patient Safety Toolkit
- Updated the toolkit’s six modules to reflect current practice

Philanthropic / Recognition / Fundraising

- Solicited for and received outstanding nominations for ACNL’s Awards Program
- Reviewed and revised the ACNL scholarship application process
- Solicited funds to support ACNL’s Scholarship and Recognition Programs
- $30,300 was provided in scholarships in 2012

Member Services Committee

- Successfully implemented a recruitment campaign “12 in 12” with the goal of exceeding 1200 members in 2012 – which was accomplished
- Developed and implemented a member retention program
- Created opportunities for a closer working relationship with chapter leaders

Health Policy Committee

- Initiated letter writing campaigns to engage the membership in responding to key legislation and proposed regulations including re-establishment of the BRN and proposed regulations related to administrative penalties
- Hosted a Health Care Reform Webinar with AONE’s Jo Ann Webb following the Supreme Court decision upholding the Affordable Care Act
- ACNL members contributed $31,765 to the California Hospital Association Political Action Committee

Bylaws Committee

- Completed a comprehensive review of the organization’s bylaws
- After consultation with our parliamentarian, edits were made to provide clarity

Bylaws Committee members Richard Brock, Karen Price-Gharzeddine and Martha Dispoto.

Dennis Kneppel, ACNL’s Secretary/Treasurer and Health Policy Committee Chair describes 2012 legislative issues and priorities.
ACNL Lifetime Achievement Award

The ACNL Lifetime Achievement Award is reserved for the truly stellar leaders of our profession. The Award is bestowed upon those unique nurse leaders, who over the course of their careers, have repeatedly and continuously contributed to the betterment of nursing.

Dorel Harms, MHA, RN, FACHE
Senior Vice President, Clinical Services (Retired)
California Hospital Association

Dorel’s leadership has been recognized by many. She is respected by all!

Dorel Harms has served as the voice of nursing since 1964. She may have started her career in the operating room surrounded by glass walls but it was her ability to break the glass ceiling that demonstrated her real talent. Dorel was an effective and respected hospital chief executive officer before most realized Dorel was actually a female. With Dorel’s unique set of talents, she has forged her way into areas of nursing and health care that others avoid. In addition to many nursing leadership positions, Dorel has served as President of a non-profit public benefit corporation and as CEO of two district hospitals.

Dorel’s nursing career has taken her from the Midwest to the east coast and finely to California. Her leadership has been recognized by many and respected by all. Dorel’s career culminated with her appointment as the Senior Vice President for the California Hospital Association where her influence and leadership were admired and respected. For 15 years, she served as the CHA liaison to ACNL and kept the Board and membership apprised of legislative, regulatory and policy issues. She has tirelessly traveled the state and educated us on legislation and the health policy process and how we, as nurse leaders, can influence them. If she did not have the answers to questions and concerns, she found someone who did. Her quiet, calm, seasoned leadership style was valued and respected by many ACNL presidents and board members.

Contributions to ACNL

Awarded to an ACNL nurse leader who has made significant contributions to the organization.

Brenda Brozek, MAOL, RN
Communication and Education Consultant

When ACNL has a difficult communication issue – who do we call? Brenda Brozek!

Nursing may be her second career, but it is the marriage of her two loves, nursing and communications that has made Brenda a nurse leader with influence and vision. As a communication specialist, Brenda has helped ACNL shape our messages, transform our written publications and strengthen our mark in the social media world. Brenda challenges us by asking the tough questions, delving until the right answer, message or idea surfaces and then helps us articulate the “the rest of the story.”

Brenda served as ACNL’s Executive Director for several years before establishing her own communication and education consulting business. For the past three years, Brenda has continued to serve ACNL as a valuable resource to committees and the Board. When you ask Brenda to help with any project, you know it will be completed with incredible attention to detail and will surpass all expectations. Brenda’s commitment to ACNL flows into our connection with the California Nursing Students’ Association where she serves as an ACNL advisor to the CNSA Board, helping them with leadership development and finding that all important first job.
Contributions as a Humanitarian

Awarded to an ACNL nurse leader who has made significant contributions to the promotion of human welfare, improvement of health services for those in need and advancement of humanitarian efforts through research, service and/or education.

Carolyn Taylor Sanders, RN
Community Outreach
Dameron Hospital Association

Affectionately known in her community as Mama Sanders, Carolyn is an energetic and passionate advocate for improving health and promoting wellness

In addition to her organizational duties providing outreach to women with gestational diabetes and monitoring growth and development of former NICU patients, Carolyn seeks every opportunity to serve others. She promotes health and wellness at numerous local festivals in the Stockton area by providing physical activities and games for children, presenting nutritional information and fitness ideas for families and providing immunizations and health screenings. Many of her outreach activities occur on weekends or evenings – after her official workday has ended.

Carolyn also links community religious leaders with families in need for physical, social and emotional support. Her ability to translate complex medical information into culturally understandable terms, while maintaining compassion and respect for the individual, exemplify Carolyn's tremendous impact as a nurse and humanitarian.

Friend of Nursing

Awarded to an individual or organization demonstrating significant contributions and support for the nursing profession.

Board of Directors,
Bare Root Inc.
Monica Weisbrich, BSN, RN
Pat Spongberg, BSN, RN, CNOR (E)
Paul Wafer, MBA, RN
Suzanne Ward, MN, MA, RN, CNOR (E), GC-C
Judy Dahle, MS, MSG, RN

Shining a light on nursing through the funding and creation of a float honoring our profession at the 2013 Tournament of Roses Parade

For the first time in the 124 year history of the Tournament of Roses Parade, a float dedicated to the contributions nurses make to the health of patients, families and communities was part of the New Year’s Day 2013 celebration. Spearheading this outstanding tribute to nursing was the Board of Directors of the nonprofit organization, Bare Root, Inc. The Board, composed entirely of RNs with more than 200 collective years of nursing experience, worked tirelessly to raise funds, gather sponsors, build awareness about the work, design and construct the float and select riders to represent nursing. This project came to life because the 2013 President of the Tournament of Roses, Sally Bixby, MS, RN, CNOR, was also a nurse. Thanks to the work of Bare Root, this year’s Rose Parade was a historic event for the nursing profession.

Friend of Nursing

Marty Clevenger, CPA
President, The Westerra Group
Chair, Audit Committee
California Institute for Nursing and Health Care

This dedicated professional was instrumental in building a solid financial infrastructure to support the work of CINHC, California’s Nursing Workforce Center

Nonprofit organizations often depend on the contributions of unsung heroes to ensure smooth, ethical and legal operations. For the California Institute for Nursing and Health Care (CINHC), this individual is Marty Clevenger. Marty was chair of the CINHC Audit Committee from 2009-2012. With Marty at the helm, the Audit Committee assisted the CINHC Board in fulfilling its responsibility for financial reporting, development of internal controls and organizational governance. A strong supporter of the nursing profession, Marty’s insights and experience proved to be invaluable to the organization. His attention to detail and knowledge of federal and state requirements helped build a solid foundation of financial integrity for CINHC.
2013 Excellence in Leadership Awards
Awarded to a nurse leader from each geographic region who has made a significant contribution to nursing leadership.

**Excellence in Leadership – North**

Vicky Maryatt, MSN, MAOM, RN
Director, Nursing Academic Program
American River College

An innovative leader, Vicky is a champion of creative strategies to engage students and the nursing workforce.

Vicky is well known in Northern California for the enthusiasm and energy she brings to any project. Her collaborative efforts provide a highly effective bridge between academia and service to creatively solve workforce and educational issues. She was the driving force behind the 2012 Sacramento Conference on Lifelong Learning. Through this event, the Sacramento Sierra Nursing Service Administrators (local ACNL chapter) and academia partnered to promote Recommendation 6 of the Institute of Medicine’s *Future of Nursing Initiative* by providing information about BSN, MSN, DNP and PhD programs to encourage nurses to further their education. In addition to her role as Director of Nursing at American River College, Vicky is also President of the California Organization of Associate Directors of Nursing, North.

**Excellence in Leadership – South**

Lisa Costantino, MS, RN
Patient Care Services Manager
Children’s Hospital Los Angeles

This collaborative leader provides reliable, consistent guidance to help staff achieve excellence in service and practice.

As a leader and manager of several ambulatory care areas, Lisa provides an arena for creativity, the resources to accomplish the work and consistently reflects credit for successful projects back to her teams. Committed to collaborative governance, Lisa is a stalwart promoter of the council structure and giving a voice to front line staff. As a mentor to RNs in shared governance roles, Lisa guided CHLA’s Professional Practice Council in the development of a peer review process and evaluation tool. She also spearheaded the redesign of a complex clinic schedule to maximize capacity, reduce wait times and increase collaboration between multiple disciplines. Lisa takes every opportunity to promote evidence-based practice. At ACNL’s 2012 Conference, Lisa and a fellow CHLA manager received recognition in the poster session for their presentation on improvement of infection control knowledge in outpatient clinic departments.

**Excellence in Leadership – Central**

Linda Pruett, MSN, RN, NEA-BC
Vice President and Chief Nursing Officer
Kaweah Delta Health Care District Hospital

With inspirational, compassionate and unwavering leadership, Linda guided her team to Magnet designation.

When she first arrived at Kaweah Delta as Chief Nursing Officer, Linda set the lofty goal of achieving Magnet designation within six years. To attain this goal, she improved nursing practice by increasing awareness of the professional registered nurse role, utilizing research and evidence to guide patient care and implementing a shared decision-making model enabling bedside nurses to participate in changes that impact their practice and care of their patients. She also instituted a professional advancement system, including expectations for specialty certifications and encouragement for nurses to attain advanced degrees. Through her leadership, Linda raised the level of nursing practice and professionalism and helped her organization make a greater impact in the community they serve.

**Excellence in Leadership – San Diego**

Laurie Ecoff, PhD, RN, NEA-BC
Director, Research, Education and Professional Practice
Sharp Memorial Hospital

A tireless leader dedicated to improving patient care through evidence-based practice and lifelong learning.

Laurie wears several leadership hats and promotes nursing excellence in many arenas in the San Diego community. In her role at Sharp, she oversees research and evidence-based practice initiatives and education programs and was instrumental in helping the organization attain Magnet designation. Laurie is a Clinical Associate Professor in the Clinical Nursing and Executive Nurse Leader Programs at the University of San Diego. She has brought many of her students to ACNL annual conferences to set the tone for their journeys as nurse leaders. Laurie is also a founding member and faculty of the Consortium for Nursing Excellence, a community collaborative comprised of nurse leaders from health care systems and schools of nursing. The consortium offers an Evidence-Based Practice Institute with advanced practice nurses acting as mentors for direct care nurses.
Best Practice - Administration

Colleen Coonan, MSN, RN, NE-BC
Director, General Pediatrics
Miller Children's Hospital Long Beach

An outstanding role model with an infectious positive attitude, Colleen advances excellence by mentoring and supporting her staff.

During Colleen's eight year tenure at Miller Children's Hospital, she has invested significant time and effort building the skills and competence of her staff. She notices a job well-done and commends outstanding performance. Colleen’s high visibility rounding and excellent listening skills have helped her build a collaborative trusting relationship with her team. Colleen encourages and supports professional advancement and lifelong learning, and several RNs on her units have completed or enrolled in either BSN or MSN programs. As LEAN methodologies were being rolled out across the MemorialCare system, Colleen volunteered her General Pediatric unit as an early participator. As a result of increasing efficiency by decreasing waste through LEAN, staff and patient satisfaction increased. Now Colleen and her team are undertaking a 3-5 year LEAN project focusing on the continuum of care for several population-based diagnoses.

Best Practice - Research

Lynn Forsey, MSN, PhD, RN
Program Director, Nurse Scientist
Stanford Hospital and Clinics

A strategic leader, Lynn promotes evidence-based practice and transformational care at the bedside.

Lynn is a passionate champion for the advancement of nursing practice. She is tasked with overseeing the implementation of role-based practice for more than 700 nurses, utilizing the O’Rourke model. Lynn supports nurses in the program through coaching, role modeling and an emphasis on implementing unit-based projects to promote practice changes. As program director for Stanford’s Evidence-Based Practice Fellowship Program, Lynn improved the program by making the focus patient-centered, while promoting creativity and innovation. Lynn was also co-principle investigator for the Transform project, which improved patient safety outcomes and reduced mortality on four nursing units. A longtime ACNL member, Lynn is a past chair of the Research Committee.

Best Practice - Innovation

Naomi Juan, BSN, RN
Telemetry, Emergency Department and SART Director
San Gabriel Valley Medical Center

Leading by example, Naomi raises the bar for professional excellence and quality patient care on her units.

Naomi is a champion for patient safety and quality improvement, continually seeking creative solutions to improve systems and deliver enhanced patient care. Her hands-on leadership style and commitment to utilizing evidence-based practice on the critical care and telemetry units has significantly impacted several patient care outcome indicators. This includes a zero rate of both ventilator-acquired pneumonia and blood stream infections as well as a decrease in hospital acquired pressure ulcers from eight to two, per 1000 patient days. Naomi also instituted daily multi-disciplinary rounds to promote communication and teamwork and improve patient safety. She is currently a member of ACNL’s Nurse Leadership Development Committee.

Best Practice - Education

KT Waxman, DNP, MBA, RN, CNL, CENP
Assistant Professor and Chair, DNP Program
University of San Francisco
Director, California Simulation Alliance

KT’s influence and leadership have been instrumental in the promotion of simulation on local, national and international levels.

KT is a co-founder of the Bay Area Simulation Collaborative, a partnership including schools of nursing, hospitals, health systems and the simulation industry. The collaborative, which later evolved into the California Simulation Alliance, develops training programs for faculty, creates evidence-based scenarios and inter-professional team training, provides consultation to other simulation programs and conducts research to support the growing use of simulation. KT has provided consultation on simulation throughout California and on national and international levels. She will co-chair an international meeting on simulation later this year. A natural teacher with a unique style of delivering her message, KT also teaches finance in ACNL’s Foundation for Leadership Excellence program, and is a past president of ACNL.
Best Practice - Clinical Nursing

Anitra L. Williams, MSN, RN, CCRN  
Director, Medical/Surgical Departments  
St. Joseph’s Medical Center, Stockton

An enthusiastic and innovative leader, Anitra effectively advances positive change initiatives to foster patient care excellence

Anitra is an energetic nurse leader whose talents have placed her on a progressive upward mobility track since joining the St. Joseph’s team as a new graduate in 1999. As an oncology nurse, her caring demeanor, compassion and critical thinking skills characterized her practice. She obtained her Baccalaureate then Master’s degrees and became a supervisor and later Director of St. Joseph’s Med/Surg units. Anitra collaborated with risk management and quality teams to implement a Nursing Peer Review program utilizing Just Culture principles. To improve HCAHPS scores, especially the “responsiveness” indicator, Anitra helped produce a successful video inspiring staff at all levels to address patient needs, answer call lights promptly and show visitors the way. Active in the North Central ACNL chapter, Anitra also serves on ACNL’s Member Services Committee.

Best Practice - Recruitment/Retention/Outreach

Monica Weisbrich, BSN, RN  
President, Board of Directors  
Bare Root, Inc.

Suzanne Ward, MN, MA, RN, CNOR(E), GC-C  
Treasurer, Board of Directors  
Bare Root, Inc

Through their unwavering resolve and determination, these nurse leaders actualized the dream of a float honoring nurses at the 2013 Rose Parade

For nearly six years, these two nurse leaders have worked tirelessly to make the dream of creating a float honoring nurses for the 2013 Tournament of Roses Parade a reality. The key goals of the float were to spotlight the work of nurses and their important role in health care, inspire others to enter the profession and build awareness about nursing’s contributions. The creation, design and sponsorship of a parade float is a daunting task. There were times that raising the more than $300,000 needed for the float seemed impossible. Yet Monica and Suzanne refused to give up. Along with other Bare Root Board Members and supporters, they continued their outreach activities to nursing organizations and potential sponsors, stressing the value of placing nursing front and center to millions of viewers worldwide. When funding was obtained to create the float, controversy arose over the design. Suzanne and Monica again helped manage the process by collecting feedback from nurses and the public. As a result, the float evolved from the initial design to the final concept, A Healing Place, spotlighting the nursing attributes of: commitment, compassion, caring, confidence, conscientiousness and intelligence.
Creating and Influencing the Future of Health Care