



ACNL in Action:

Nurse Leaders Making a Difference!

Association of California Nurse Leaders

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Proposed Bylaws Changes Would Add New Membership Categories

The Bylaws Committee received approval from the Board to place a proposed bylaws change before the membership to modify ACNL's membership categories.

Over the past few months, the Bylaws Committee, in collaboration with the Member Services Committee, proposed that ACNL create two new membership categories. The first would address the recommendations gleaned from the Generation X and Y focus groups conducted at the 2014 ACNL Annual Conference. Our emerging nurse leader colleagues requested that ACNL include a membership category addressing their roles as emerging leaders and consider their limited financial resources. To this end, the committees developed the *Emerging Nurse Leader* membership category, specifically designed for nurse leaders who are just beginning their formal leadership roles on the health care team. The second new member category was developed in recognition of our long-time members who are moving into retirement. The *Emeritus* category is for nurse leaders who have been active members in ACNL for at least three years and work less than 25 percent of a full-time schedule.

As the Board discussed these two new membership levels, they made a formal request to the Bylaws Committee to consider changing the *Friend of Nursing* category to *Professional Colleague*. Although ACNL currently only has 14 members in the *Friend of Nursing* category, the Board believes the new title may engage additional members of the health care team to join ACNL. Individuals in this classification, along with those in the *Associate* category, continue to be non-voting members of ACNL.

ACNL members will vote on these proposed bylaws changes later this fall.

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ACNL Election Results

ACNL is happy to report that 41 percent of eligible members voted in the recent ACNL election! Join members of the Committee on Nominations and the 2014 Board of Directors in congratulating the following individuals who will take office at the conclusion of the 2015 Annual Program in February:

President-Elect: Beverly Quaye, EdD, RN, CENP, NEA-BC, FACHE

Director-North: Lynn Forsey, PhD, RN

Director-Central: Denise Vermeltfoort, MSN, RN, NE-BC

Director-South: Gail Freeman, MSN/Ed, MBA, RN

Director-San Diego: Janet Hanley, BSN, MBA, RN, NEA-BC

To all the members who ran for office this year – **Thank You!** It is the engagement of our members that makes ACNL **the** professional organization for nurse leaders in California!

Board and Finance Committee Explore New Investment Policies

New financial consultant selected for ACNL

Earlier this year the ACNL Board of Directors decided to expand the Finance Committee to include several past presidents and treasurers. The newly reconstituted Finance Committee has been serving as advisors to the Board as they seek new financial consultants and develop fresh investment policies to guide our organization over the next few years.

Earlier this summer, a *Request for Proposals* was sent to several financial consultants who seemed most aligned with ACNL's vision and mission. Members of the committee reviewed the three submitted proposals and selected Eileen Freiburger, CFP®, President, ESF Financial Planning Group, as our new investment consultant. During the next few months, members of the committee will continue to work with ESF to establish new policies and investment guidelines for ACNL. Eileen has challenged the Board and committee to consider utilizing some of our growth funds to support the work of the organization. Over the past 20 years, ACNL has drawn funds from our investment account only once. We have also put additional capital into the account only once. Unfortunately, the year we transferred \$100,000 from our operating account to our investment account was the year the market tanked! Fortunately, as the market slowly recovered, we eventually recouped the loss.

ACNL's Treasurer, Ellen Zoschak, will present the work of the committee and investment guidelines during the 2015 Business meeting at the ACNL Conference in February. Plan to attend the Business meeting and hear about ACNL's new financial strategies.

Philanthropic Committee to Develop Comprehensive Gifting Program

In late August, key members of the Board and Philanthropic Committee met with our philanthropic consultants to begin work on the development of a *Strategic Philanthropic Plan*. The plan, which includes several phases, was reviewed by the Executive Board in late September. The first phase is focused on gathering data. Over the next few months, members will be asked to participate in one-on-one interviews, focus groups and online surveys. The goal is to gain as much insight into ACNL's past fundraising efforts and future opportunities from a broad group of nurse leaders, health care leaders and community members. This information will be used to develop a comprehensive Gifting Program.

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Focus groups will be conducted in Sacramento and the greater Los Angeles area. Logistics for these two meetings will be announced soon. Visit the ACNL website for updates on this topic.

ACNL Fall Membership Drive: *Each One, Reach One!*

Membership is the key to every successful organization. The Member Services Committee is committed to serving our membership by creating a streamlined process for renewal, developing retention strategies and ensuring members understand the benefits of membership in ACNL.

The committee is preparing for the fall membership drive. *Each One, Reach One* is the campaign mantra which challenges every current member of ACNL to recruit at least one new member. **Remember: ensuring the strength and effectiveness of ACNL by recruiting new members is the responsibility of every member.** Over the next few weeks, look for personal testimonials from members as they share why ACNL is their professional organization of choice.

In addition to preparing for the *Each One, Reach One* Campaign, the Member Services Committee is putting the final touches on a survey that will be sent to non-renewing members. This valuable information will help the Board and Member Services better understand why some members are not renewing. As we learn more about reasons for nonrenewal, we can identify and implement strategies to strengthen our retention plan.

Research Committee Drafts Policy for Member Participation in Studies

As more and more of our members commit to life-long learning, we have noticed a sharp increase in the number of advanced degree students and researchers requesting to access ACNL members for inclusion in research projects. This issue was shared with the ACNL Research Committee, who immediately offered to develop a protocol for accessing the membership database. At the September Board meeting, Laurie Ecoff, Board Liaison to the Research Committee, shared the committee's work to date. The Board approved the draft research policy in concept. The committee will make some minor adjustments to the policy, which will be available to the membership and others wishing to access the database by the end of October.

ACNL Board Votes to Oppose Propositions 45 and 46

Communications/Voice Committee Develops Talking Points for ACNL Members

The ACNL Board has joined a broad coalition of health care associations in opposing Propositions 45 and 46 on the November 2014 ballot. Mary Bittner, Chair, Communications and Voice, and Brenda Brozek, Communications Consultant, developed talking points to assist nurse leaders in the *No on 45 and 46* campaigns. The Board approved the documents and requested that they be immediately distributed to the membership. These documents were disseminated to ACNL members last month and are available through the ACNL website and the links below.

We strongly encourage ACNL members to keep copies of the talking points readily available to aid in educating staff, patients and community members about Props 45 and 46. ***It is time to lend our voices in opposing these two propositions.***

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Proposition 45 would grant the state Insurance Commissioner the authority to regulate health plan and insurance company premium rates. This initiative will impact provider reimbursement and limit access to care. To learn more, visit www.stophighercosts.com.

[ACNL Talking Points in Opposition to Prop 45](#)

Proposition 46 would quadruple the non-economic damages cap on California's Medical Injury Compensation Reform Act. The measure also forces providers and pharmacists to utilize a massive statewide database filled with Californians' personal medical prescription information. Opponents contend that Proposition 46 is a mandate government will find impossible to implement and will require a database that provides no increased security standards to protect personal prescription information from hackers. Learn more at: www.stophighercosts.com

[ACNL Talking Points in Opposition to Prop 46](#)

[2014 CNSA Convention](#)

To Infinity and Beyond: Limitless Opportunities in Nursing

October 17-19 in Pomona

Your Support Needed!

For the past 10 years, ACNL has provided management services, convention planning and consulting services for the California Nursing Students' Association (CNSA). CNSA's annual convention is the single largest event where the best and brightest from California's pre-licensure nursing programs come together to learn from California's top nursing leaders, develop their leadership skills, debate resolutions and connect with potential employers and institutions of higher learning.

Since our last call for help, we have received additional **Gold Level Sponsorship** for the Convention from **Community Medical Centers, Kaiser Permanente** and the **Betty Irene Moore School of Nursing at UC Davis**. However, with more than 250 acute care facilities and 140 schools of nursing in California, **We Can Do Better!**

Cedars-Sinai Medical Center, Providence Health System, Stanford Health Care, Lucile Packard Children's Hospital at Stanford, St. Joseph's Hospital, UC Health System, including UC San Diego Health System, UCLA Health, UC Davis Medical Center and UC San Francisco Medical Center, and Dignity Health have stepped forward to support the students and their convention at the **Gold Sponsorship** level or higher. I would like to thank the visionary leaders who made this happen.

As nurse leaders and ACNL members, we know *YOU* are committed to the next generation of nurse leaders. Please show your support by sponsoring or exhibiting at the 2014 CNSA Convention. Remember that in a few short years, the students and recent graduates attending this convention will be experienced nurses and the emerging leaders of our profession. They will remember who stood up to support CNSA.

Students attending the 2014 CNSA Convention are our future! Please help us make this a valued experience for the nurse leaders of tomorrow by being an exhibitor or sponsor!

[Learn More About Exhibitor and Sponsorship Opportunities](#)

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Nurse Leaders to Review Resumes Needed for the CNSA Convention

Students, especially those about to graduate, are very concerned about the job market. Providing resume review at the CNSA Convention helps them build confidence and learn to accurately convey their qualifications to potential employers.

Please consider serving as a resume reviewer at the CNSA Convention. Tips for reviewing resumes and providing feedback are provided for reviewers.

Resume reviewers are needed:

Friday, October 17 from 12:00 to 3:00

Saturday, October 18, 8:00 to 12:00 and 12:30 to 4:30

Please let the ACNL office staff know if you are available and which of the time periods you will be helping our future colleagues - send your responses to wendy@acnl.org.

Over 90 Poster Abstracts Submitted for ACNL's Annual Conference in February

More than 90 nurse leaders from service and academia have submitted poster abstracts for ACNL's poster session at our 37th Annual Conference, February 1-4, 2015. The Annual Program Poster Subcommittee is busy reviewing the submissions that feature best practices and innovations in nursing practice, leadership, patient care and other relevant topics. Final selections for the poster session will be announced soon.

Plan to Attend

ACNL's 37th Annual Conference

Discover the Magic of Nurse Leadership

February 1-4, 2015

At the Disneyland Hotel in Anaheim, CA

Learn more about ACNL's 35th Annual Conference

Conference brochures and registration coming soon!