

THE CHAPTER DISPATCH

May 2005

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AT A GLANCE – Important Dates

Mark your calendars!

2005

May

May 19 AEAM Award Entry Deadline

June

Jun 21–25 15th Annual Conf, Orlando, FL

October

Oct 9–15 National Case Management Week

NATIONAL UPDATES

Member-Get-A-Member Campaign

Thanks to each Member Recruiter for another successful campaign! Your outreach this Spring brought in 39 new members between February 1 – April 30. Each Recruiter will receive one CMSA Membership Pin and a \$5 coupon per each person recruited. This coupon can be used toward the purchase of any CMSA product, membership or conference registration.

The winner for this campaign was **Diane Herdade of Detroit, MI**. Diane recruited 5 new members, making her eligible for a free year of membership and a complimentary conference registration.

| Recruiter | Local Chapter |
|-------------------------|-------------------------|
| Anchak, Carol | Woodbridge, NJ |
| Atkinson, Linda | Fresno, CA |
| Beaudry, Joan | Newark, DE |
| Buechel, Ellen | Woodbridge, NJ |
| Cathy Morris Zieniewicz | New York, NY |
| Erfling, Melissa | Springfield, MO |
| Erthal, Debra | Philadelphia, PA |
| Gremel, Kathleen | New England |
| Herdade, Diane | Detroit, MI |
| Hock, Sandra | Woodbridge, NJ |
| Hodder, Deborah | Detroit, MI |
| Klingler, Rick | Spokane, WA |
| Kotowski, Bill | St. Louis, MO |
| Lavinio, Patricia | Woodbridge, NJ |
| Lilly, Helen | New England |
| Lombardi, Tracey | Woodbridge, NJ |
| Lowery, Sandra | New England |
| Lusch, Gina | Philadelphia, PA |
| Pena, Sylvia | Woodbridge, NJ |
| Sambucini, Anne | Woodbridge, NJ |
| St. Couer, Margaret | New England |
| Stewart, Catherine | Woodbridge, NJ |
| Stover, Betty | Broward/Dade County, FL |
| Thompson, Virginia | Woodbridge, NJ |
| Thorne, Jacquelyn | Newark, DE |
| Toris, Charlett | Woodbridge, NJ |

The **New Jersey Chapter** was responsible for bringing in a total of 11 new members within their chapter alone directly through this campaign! They did well at getting several recruiters involved. Way to go!

We will not conduct another formal campaign until Fall 2005 but recruiting is a continuous process, so don't stop! Explore campaigns that you can do within the local chapter. Also, inexpensive ideas or comments on the National campaign are welcome.

CareerCenter Discount– April 1–July 15

Employers may take advantage of CMSA's 15th Anniv. Celebration by receiving 25% off of their online job postings at www.cmsa.org/careers! This discount can be taken off any job posting from April 1 – July 15, 2005 by using a special promotion code. *When setting up job postings, simply use the code 15ANN2005 in the Promotional Code field.*

Please feel free to share this opportunity with employers in the area! For questions, contact CMSA.

CMSA's New Adherence Award – May 19 Deadline for Application

CMSA is presenting a new national award, the *CMSA Award for Excellence in Adherence Management (AEAM)*. The award will be presented to an individual case manager who demonstrates excellence in applying CMSA's Case Management Adherence Guidelines (CMAG) and use of the online CMAGTracker tool. The award will include a cash award of \$1500 and a plaque, to be presented at the CMSA National Conference in June, 2005.

The award is open *only* to CMSA members who have attended a CMAG training workshop.

Applicants for the award must complete the following activities by **May 19, 2005:**

1. Register to use the online CMAGTracker system at www.cmsa.org/cmag.
2. Enter assessment data from at least one patient into the CMAGTracker system. Applicants may enter "dummy" data if necessary, but must complete a full patient assessment.
3. Submit an essay describing the applicant's activities to improve patient adherence to prescribed medications using skills or strategies learned in a CMSA CMAG workshop using the Application form and questions provided by CMSA.

Case manager essays may address any of the following activities, but must specifically reference CMSA's Case Management Adherence Guidelines:

- ◆ a case study of one patient whose adherence improved through the case manager's use of motivational interviewing,
- ◆ population based activities conducted by the case manager to improve medication adherence in a group of patients, or
- ◆ training and education activities of the case manager to improve adherence management practices of other case managers.

The award is supported through an unrestricted educational grant from Pfizer. The award decision will be made by an advisory committee appointed by CMSA. The award will be presented at the CMSA National Conference in June, 2005. The winner will not be required to be present for the award.

All essays and applications must be submitted electronically, and become the property of CMSA. Essays may be used by CMSA in communications activities relating to the Case Management Adherence Guidelines.

Download a copy of the [AEAM Application](#) and essay requirements. If you are unable to

download the attached, please contact mlee@acminet.com. After completing, save to your computer and return as an attachment along with your written essay to mlee@acminet.com.

Case Management Week 2005

Case Management Week is just around the corner, October 8 – 15, 2005!

Start planning your event today. Don't forget to contact your local government to request a 2005 Proclamation. Tips on planning events and requesting a proclamation can be found at www.cmsa.org/cmweek.

Products will be available at the CMSA Booth in Orlando!

Case Management



The Power to Solve the Healthcare Puzzle!
NATIONAL CASE MANAGEMENT WEEK 2005

CONFERENCE UPDATES

Chapter Leadership Workshop

CMSA Chapter Leadership Workshop

Tuesday, June 21, 1:00p-5:00p

CMSA 15th Annual Conference, Gaylord Palms Resort & Convention Ctr, Orlando, FL

CMSA's Chapters help members and non-members alike overcome real-life problems with real-life solutions. With 67 affiliated chapters throughout the US, this half-day program is designed to bring together CMSA chapter leaders to centralize their experiences via interactive discussions and best practices/case studies. The workshop will cover the most important issues affecting chapters today and how chapters can make a difference. The interactive networking is one of the most effective ways that chapters can gain access to valuable resources addressing daily questions and concerns that arise from leading a volunteer-staffed organization.

You'll discover that your challenges are shared by your peers, and you'll learn how others have overcome these same obstacles. Come prepared to take lots of notes, make lots of new friends, and leave feeling more secure that your chapter can accomplish the goals necessary to advance the CM industry.

Chapter Presidents' Council (CPC) Meeting

CMSA Chapter Presidents' Council (CPC)

Wednesday, June 22, 11:15a – 12:45p

CMSA 15th Annual Conference, Gaylord Palms Resort & Convention Ctr, Orlando, FL

During the Annual Conference, CMSA chapter leaders come together for an annual Chapter Presidents' Council (CPC) meeting. The CPC is made up of chapter presidents, president-elects and vice-presidents. At this time, the CPC will vote on the CPC Rep for the CMSA National Board. The nominees for the CPC Rep are current chapter presidents, and only current chapter presidents may vote for their choice. It is during the meeting that the new CPC Rep is announced.

Other activities in this meeting include the announcement of the Chapter Excellence & Innovation Award recipients, as well as recognition in Membership Growth over the past year.

ALL chapter Presidents, President-Elects and Vice-Presidents are invited and encouraged to attend this annual CPC meeting.

This year's program is sponsored by Otto Bock Healthcare, www.ottobockus.com.

Show Off Your Voice and Be a Winner!

Start warming up your voices now!

NEW FOR 2005 – Your voice could earn you a loot in the Karaoke Competition Challenge!

This year, CMSA's Karaoke Party has a new twist – a competition with cash prizes!

Opening Night KARAOKE PARTY –
Sponsored By Infusion Technologies, Inc.
Wednesday, June 22, 7:00p

5 GREAT CASH PRIZES:

- 1st Prize: \$500
- 2nd Prize: \$250
- (3) Runner up Prizes: \$100

Start practicing your song today and join us for a fun-filled evening of singing, dancing & networking! The special days of the conference mean so much when you've had a chance to party with old friends and new, current and former (and maybe even future) colleagues. Here's a great chance to see who's at conference this year and to make plans for getting together in the days ahead.

CMSA Membership Meeting

In celebration of CMSA's 15th Anniv, please join us at the Annual Membership Meeting, Friday, June 24th from 4:15p-5:15p at the CMSA Annual Conference in Orlando, FL.

CMSA President, Sherry Aliotta and President-Elect Susan Rogers will share CMSA's successes over the past 15 years...particularly during 2004-05, and the significant opportunities that lie ahead for the association and for the industry. Regardless of your position or experience, you will be challenged and amazed at the scope and scale of growth during 2004-05. We firmly believe you will leave the Membership Meeting feeling excited and defining opportunities to participate more fully in case management's significant role in the delivery of healthcare.

We invite you to join the Board of Directors for this special time of reflection and goal setting for CMSA – *your professional association*.

CMSA's Annual Conference - Registration Discount Opportunities

GROUP Discount: At least 3 attendees may register together and save \$200 each!

Registrations and payment must be received in the same envelope. This is in **addition** to your \$100 membership discount. This discount *does not apply to online* registrations! (See registration for restrictions).

OTHER Discounts: Students, Military, and VA attendees have an opportunity for additional savings. See registration for details.

Visit www.cmsa.org/conference for updated conference details and information. Brochures arrived to each member in the Jan/Feb and Mar/Apr issues of *The Case Manager*. Members may receive up to 3 conference brochure mailings. Encourage them to share their extras with a friend or allow the chapter to disburse to those in need.

Chapters have been sent extra brochures to hand out to *non-members* at their local events. If you need more, please let us know at www.cmsa.org.

Tuesday Night Symposium

Advances in Prevention of Chemotherapy-Induced Nausea and Vomiting

Tuesday, June 21, 2005

05:30p - 07:00p

This year, CMSA brings you additional educational opportunities on Tuesday evening as part of your conference package. Join us for an evening appetizer Symposium sponsored by [MGI Pharma, Inc.](#) Speaker(s) include: [Jim Koeller](#); [Carrie Tompkins Stricker](#)

Chemotherapy-induced nausea and vomiting (CINV) is consistently listed as one of the most feared side-effects of patient populations undergoing chemotherapy treatment for cancer. The introduction of newer CINV prevention therapies is providing case managers and others charged with managing the cancer patient the opportunity to continue to positively impact patient outcomes. Regardless of the setting, case managers play an ongoing and vital role in the identification, utilization and assessment of CINV prevention strategies.

LETTER FROM YOUR CPC REP

It's hard to believe that the CMSA National conference is rapidly approaching. It seems as though we just returned from Nashville!! What an exciting year it has been. We have had the opportunity to access the first Case Management Adherence Guideline. This project is a primary step toward standardizing case management outcomes. CMSA recognized the needs of the members and has delivered on their promise. CMSA is also so very fortunate to have Pfizer as a partner in this project.



We have seen CMSA aggressively pursue information on health care policy and how best to become involved. Who better than case managers to help shape the future of health care while strategizing solutions to current problems?

We have witnessed the largest growth in membership since CMSA's inception. Our Communities of Practice are active with dialogue among case management professionals. Numerous educational opportunities are available to us, while CMSA continue to pursue more venues for our access.

Our National leaders diligently pursue new partners in health care to promote the profession while providing us with additional tools to improve how we currently serve our patients. If we are better able to do our jobs, our patients reap the benefits through improved outcomes.

I have been awed by the quality of our National leaders. These men and women tirelessly devote time and attention to the profession, not for their own personal gain, but for the good of the industry. They do all this while continuing to maintain their own careers, and families.

It has been such an honor to serve as the 2004-2005 Chapter Presidents' Council Chairperson. I have learned so much about leadership and stewardship from my peers. It was fabulous to have the CPC Forum with which to communicate. While I have said it was an honor to 'serve' as the CPC Chair, I must tell you I learned more than I offered. I was continually amazed at the talent and insight, you my peers, possess. I have never regretted becoming involved with CMSA. It has only been a positive experience that has helped me to grow professionally as well as personally.

I firmly believe we are the future of healthcare and all that we do, no matter how inconsequential, will promote our profession and strengthen the organization. While we are not all leaders, we can all be volunteers. I can't encourage everyone enough to become involved in your local chapter and stay involved. Volunteering to help on a conference committee or membership, or educational committee will be most rewarding. If it weren't for volunteers, where would we be? I can say with the utmost certainty that the accomplishments CMSA has experienced this last year would never have come to fruition without volunteers like **Sherry Aliotta** and **Susan Rogers**.

I would like to thank all the chapter leaders that shared their time and talents with the CPC Forum this past year. I look forward to meeting many of you in Orlando and sincerely hope that we'll continue working together to grow and strengthen CMSA.

Respectfully submitted,
Rebecca Perez, RN CCM CPUR CPUM
2004-2005 Chapter Presidents' Council Chairperson
President, Case Management Society of St. Louis

CHAPTER HIGHLIGHTS

To contact any of the local chapters below, visit www.cmsa.org under the Contact tab.

Official CMSA Chapters

Phoenix, AZ

The Central Arizona Chapter (CAC) has several educational programs slated for this summer. In July, Robin Orchard will be doing a CE presentation on worker's compensation at a dinner meeting at the Sunburst Resort in Scottsdale, AZ. The chapter is also in the process of gearing up for the CAC 5th Annual Conference to be held September 23rd at the ASU West. The theme is *The Prime of Our Lives*. This conference will have great speakers, vendors, food, and networking opportunities.

The CAC has announced their 2nd annual nursing scholarship opportunity. In order to qualify for this scholarship, applicants must be enrolled in an accredited nursing program and submit a 250-word essay on case management. Deadline for applications is mid September, 2005. CAC will award 2 scholarships of \$500 each. The winners will be announced at the December dinner meeting.

Jacksonville, FL

The Northeast Florida Chapter is pleased to announce an increase in membership by approximately 35% since May 2004. The chapter is presently running a new member campaign which began in January. They are offering \$50 towards membership for the 1st 10 members who sign up at a meeting. So far, 6 individuals have taken advantage of this opportunity. The goal is to get the final 4 during the May meeting. Despite some resistance to alternating meetings between lunch and dinner, this has been very successful and has drawn in several attendees that otherwise were not able to attend.

Orlando, FL

The Central Florida Chapter was honored to host Nancy Skinner as the speaker of last month's meeting. Nancy received the National Case Manager of the Year Award 2002 and the Illinois Case Manager of the Year 1998. She has been instrumental in developing programs that have advanced case management education and has been the primary authorship of ten Case Management Resource Paths. She has served on several case management advisory boards and participated at both the local and national level of CMSA.

The local chapter website is becoming more popular. Now, the majority of the 100+ attendees for the monthly luncheon meetings RSVP on-line. The chapter is exploring how to set up voting for Board members and officers on the website, also.

The chapter recently held an evening networking event at a local restaurant. This is the second year to offer these additional opportunities, especially to those Case Managers who may not be able to attend during the day. The Central Florida group looks forward to the National Conference and hope to see you in Orlando!

Indianapolis, IN

Central Indiana CMSA is very proud that one of their members, Lydia King, BS, RN, BSN, Home Oxygen Care Coordinator, VA Hospital, Indianapolis is speaking at the CMSA Conference in Orlando, FL this year. The title of her program is *Successful Collaborative Story; Problem Solving With Care Coordination*.

Sue Ellen Collins, Executive Director, attended the Dallas/Fort Worth Chapter Leadership Retreat. Tim Durkin was the facilitator and the participation by all who were there was outstanding. Many ideas were exchanged to create the "ideal CMSA Chapter".

A meeting of Directors of Case Management in Indianapolis and surrounding county hospitals is planned for May 18 by CICMSA. The chapter is hopeful to create a working dialogue between the Directors and CICMSA. The response received for the meeting has been very positive.

Detroit, MI

The first 5 months of 2005 have been a great success for the CMSA Detroit Chapter. The attendance at the 2 dinner conferences has exceeded all expectations. The chapter is currently searching for larger meeting areas for the fall dinner conferences.

On Sept 23rd & Sept 24th, the Greater Grand Rapids Kalamazoo Chapter and CMSA Detroit Chapter will be sponsoring *Preparing for Case Management Certification –Prep Course*, presented by Sandra Lowery. For additional information, visit www.CMSADetroit.com.

Kansas City, MO

The CMSA-Kansas City Chapter held its annual conference April 26 - 28, 2005. The Overland Park Convention Center was transformed into a circus atmosphere for the 12th annual event, *Under the Big Top: Featuring Case Managers as the Ringmasters of Healthcare*.

The goal of this year's conference was "to provide participants with the tools to become more effective leaders in the ever-changing health care environment". Case managers were given the opportunity to renew their passion for case management. Nationally known speakers and local presenters provided attendees with messages and tools to help them become more proficient in dealing with their clients needs.

Susan Rogers R.N., B.S.N., CCM, President-elect of CMSA National, spoke to 45 attendees at the pre-conference on April 26 and provided them with information needed for the successful pursuit of case management certification. Susan presented a keynote address to the General Assembly on April 28 and shared her visions on *Driving Case Management Forward in 2005*. Her dynamic presentations continue to give members the inspiration to be proactive in furthering their case management careers and enhancing better outcomes for their clients.

Major Melanie Prince, USAF, CMSA Case Manager of the Year 2004, spoke about *Contrasting Civilian and Military Case Management*. Her presentation presented a snapshot of a "day (or week) in the life of a military case manager.

Steve Mandacina, CP, FAOOP, provided a program on *Options & Outcomes for Prosthetic Patients*. He was accompanied by David and JoEllen Lambert. David lost both of his arms and legs and spoke about his own personal experiences with adjusting to a new lifestyle. His wife, JoEllen, shared how David's loss affected her, their marriage and family. Their adaptation to a new life challenge served as an inspiration to everyone in attendance.

More than 200 attendees enjoyed a break from their hectic work day routines and were treated to a colorful display of 100 vendor booths, all decorated in keeping with the circus theme. Conference attendees were able to network with vendor representatives and other case managers while munching on peanuts, popcorn and Crackerjacks. The new convention site provided vendors with expanded exhibitor space and members were treated to a variety of unusual sites. Vendors in clown suits, a dunk-the-vendor in water tank and pop-the-balloon dart game were some of the unusual sights that were seen.

Woodbridge NJ

The New Jersey Chapter of CMSA held a General Membership Program on May 11 offering 2 CE's. Dr. Ravi Venkataraman, Chairman of Anesthesiology at St. Mary's Hospital in Passaic, spoke on *Minimally Invasive Interventional Strategies for Discogenic Pain*. This is the chapter's first "road trip" to another central but more northern site since 2004 in trying to offer some flexibility to the attendees for meeting locations. Several members of the board and the general membership are planning to attend the CMSA National Conference in June. Presently, the group has started outreach to some of the local affiliate chapters in coordinating a "Get Together" while in Orlando. Best Wishes to all nursing colleagues in recognition of Nurses Week!

New York, NY

CMSA-NYC had a successful 5th Annual Tri-Chapter Conference on April 20th in collaboration with the Hudson Valley Chapter. The event was titled *CMI: Case Management Investigation*. A successful dinner symposium was held the evening before the conference. The conference was well attended with multiple networking and educational opportunities including a breakfast symposium. There were a total of 11 CCM credits offered at this event. The chapter utilized outreach calls to members in addition to regular mailings to promote the event.

This month's dinner meeting held May 11th at The New York Marriott Marquis Hotel in the Astor Ballroom with over 70 attendees present. The continuing education presentation was on *What's New in Ovarian and Breast Cancer Treatment?* by Amy D. Tiersten M.D., Associate Professor of Medicine, New York University. This event was funded by an educational grant by Roche Laboratories.

Additional information about the chapter can be found at www.cmsa-nyc.org. The chapter is currently working to establish corporate sponsorship for the website and hope to generate additional funding for the chapter activities through corporate sponsorship. They are also investigating an e-registration process to streamline the current manual registration process for monthly meetings. Any suggestions and helpful hints to guide us in these endeavors will be appreciated. You can send information to Juby George-Vaze at jubygeorge-vaze@mcbeeassociates.com. She is involved on the website committee and is VP of the chapter.

New England (MA, ME, NH, RI)

The coming of June marks wonderful and exciting events, summer (welcome news for us in the northeast), graduations, weddings, vacations and the national CMSA conference. The chapter is proud of the involvement their members have on the National level – board members, speakers, committee chairs, etc.... Teri Treiger, the chapter's technology Guru and Webmaster will participate on the panel discussion at the Chapter Leadership Workshop, discussing technology issues related to chapter operations.

Locally, the chapter is equally proud of its members. A new ballot for the 2005-06 Executive Board is being prepared for the July election. Several board members will be returning for yet another term, while a few new candidates have taken the challenge to step up and become leaders of their local chapter.

Congratulations to the spring scholarship recipients:

Rita Moriarty of Rhode Island is one of the spring scholarship winners. She has been a Core Planning Committee member of the RI Extension and a member of CMSNE since 1999. Rita is a full time hospital based Case Manager at Our Lady of Fatima Hospital. Her scholarship is for attendance at the CMSNE 16th Annual Conference in Manchester, NH on Sept 15 & 16 and two nights accommodation.

Jill Hancock is the other spring scholarship winner. She is a member of the New Hampshire Extension. She has served on the Newsletter Committee and has contributed two articles to professional journals. Jill is the

Associate Director of Clinical Programs for Best Doctors in Boston, Massachusetts. Her scholarship is \$500.00 towards her tuition for a Bachelor of Science in Nursing at Medical University of the Americas.

As part of CMSNE's Social Responsibility Initiative, on May 1st several members took part in Project Bread's Walk for Hunger in Boston, MA. Teri Treiger, Jean O'Leary, Deborah Ring and Maureen Ferguson, along with friends and family members made up team CMSNE. These individuals walked in the cold and rain, along with 35,000 other participants to raise over \$3 million for 400 emergency food programs in MA. Team CMSNE raised well over \$1000 towards this effort with donations received from the members, friends and family.

The New England Chapter is busy organizing several educational opportunities for June:

June 2nd – *Advances in Orthotics, Prosthetics and Functional Evaluations* at Portsmouth Hospital, Portsmouth, NH

June 14th – The Maine Extension will offer it's 3rd annual full day program in Augusta, ME – *Putting the Pieces Together to Make Your Client Whole*

June 22nd – In Western MA, *Treatment of Benign Prostatic Hypertrophy and Sacral Nerve Stimulation*

Plans continue for the annual conference to be held on September 15 & 16 in Manchester, NH, *Diversity of Case Management – Exploring the Uniqueness of Individuals*. General session, breakout and poster sessions have been selected and confirmed. Pre and post conference sessions are now being solicited. Exhibitor Prospectus is now available. It is anticipated that this will be the largest conference ever with the opportunity for 80 exhibitors and up to 500 attendees. The conference brochure will be available in mid July. For additional information on any CMSNE events or activities, please visit www.CMSNE.org or contact the chapter office by phone at 603-329-7481.

Chattanooga, TN

Chattanooga Chapter CMSA celebrated the *The Stars of Collaborative Care* through the Annual Spring Conference on Friday, May 6th at the Chattanooga Choo Choo, Chattanooga TN. The conference was designed to expand the case manager's knowledge of women's health issues, legal decision regarding advance directives, caregiver responsibilities and other topics such as bariatric surgery, cardiac/pulmonary health and respiratory interventions. The chapter welcomed 29 non-members and 32+ members, board members and conference team.

Seminar Speakers were Ruth Brinkley, RN CHE President and CEO of Memorial Health Care System; Phyllis Miller, MD of Women's Institute of Specialized Health; John Banja, PhD of Center for Ethics, Emory University; Steve Byrum PhD, of Byrum Consulting Group LLC; J.F. Rutledge MD, of University Surgical Associates; Vernon Pertelle MBA, RRT, CCM of Apria HealthCare; and David McGuffy, Attorney at Law.

Dallas, TX

The Dallas/Ft. Worth Chapter has just completed the first ever Chapter Leadership Retreat which was organized by the Strategic Planning Committee. Attendees included chapter leaders from Missouri, Indiana, Louisiana, Arkansas, Mississippi, Oklahoma, Texas and national leader Connie Commander, RN, CCM, ABDA, CPUR. The retreat was facilitated by the well known speaker, Tim Durkin and held from May 5-7. The goal of the retreat was to address current chapter practices and then, looking forward to the future, focus on the optimal chapter picture. Information sharing and networking was optimized, and everyone was energized! The event was held at the Garrett Creek Ranch with grateful sponsorship from Allergan, Amgen, Centre for Neuro Skills, Regency Hospital Company, Sanofi Aventis Pharmaceuticals and Synergy Orthotics and Prosthetics. The DFW chapter also completed a very successful spring conference, with 350 attendees from 12 states. The theme of the 13th Annual Conference was *Case Management: It's More than Luck*.

Houston, TX

The Houston Gulf Coast Chapter held its' first annual "Spring Fling". Attendees sailed out of Galveston, TX on the Carnival Ecstasy, April 14th, for an education conference onboard the cruise ship. All attendees were given 4 CEs. A private cocktail party was given by the cruise ship just for CMSA attendees. Most attendees brought spouses, friends and/or family. A great time was had by all. The weather was perfect in Cozumel, Mexico. The chapter is already busy planning the 2nd Annual Spring Fling for April 2006. Chapters are welcome to share the information with members who are looking for an educational cruise!

The chapter also had their first breakfast meeting in April. They are trying to reach as many of the case managers as possible. In addition, they are hard at work on the annual education conference which will be held in August at the Park Plaza hotel.

Richmond, VA

The Central Virginia Chapter of CMSA continues to work in collaboration with the VA Assoc of Rehab Nurses (VARN), the VA Assoc. of Rehab Professionals (VARP), and the American Assoc of Legal Nurse Consultants (AALNC) to put forth a combined 2 day seminar on Oct 14-15 during Case Management Week. The title of the seminar is Medicine and the Law. This collaborative group is called the VA Coalition of Rehab Associations (VCRA).

Ten Cool Tips to Engage Your Volunteers

Jeffrey Cufaude, Principal with Idea Architects, <http://jeffreycufaude.blogspot.com/>

Ask for feedback on their experience.

In some aspects, volunteers are the customers of the association's volunteer experience. We owe it to them (and future volunteers) to solicit their feedback on what worked and what didn't work. Creating a simple evaluation form and using it on an ongoing basis can help the association measure progress in key areas over time. An evaluation should contain: (1) a mixture of short objective statements whose ratings can be tracked over time; and (2) open-ended questions that allow volunteers to express themselves freely. One simple, but telling question can be asking volunteers: "What adjectives best describe your volunteer experience?"

Keying these in as a list and then doing a simple word sort will give you a quick sense of your association's volunteer experience.

Connect volunteer efforts to the organization's purpose, goals, brand, and values.

As we orient individuals to their specific roles and responsibilities, we sometimes neglect to connect their efforts to the "bigger picture." Most volunteers derive part of their satisfaction from seeing that their efforts make a difference, and we need to intentionally cultivate their understanding of how that will occur. Equally valuable is helping individual's understand the unique brand identity and/or core values and how volunteers can sustain and advance those in their efforts. Volunteers often form the "front line" image at conferences and other association offerings; therefore, it is imperative they represent the values and brand the association is trying to advance.

Connect volunteers to each other.

While community is often a buzzword in the association world, we sometimes neglect the opportunities to help connect volunteers to each other and the volunteer community. The spirit of community is one in which individuals care not because they have to, but because they want to. The more interconnected individuals feel, the more likely they are to (1) care, (2) to act on their caring, and (3) to recruit others who also care. Associations should examine all of their volunteer meetings, trainings, orientations, etc. through the lens of community, asking: what are we doing or what could we be doing to foster a greater spirit of community among those present?

Don't forget the fun!

Doing the work of the association is serious business, but the way we go about it doesn't have to be dry and boring. We must engage not only volunteers' minds, but also their hearts. Making volunteer experiences memorable will keep them coming back for more. One of the simplest ways we can do that is to include some elements of fun and play whenever possible into the volunteer experience. Bland training of association facts and figures can become a highly charged game show with grab bag prizes; dull committee meetings can be livened up with short, but energizing teambuilders. One association went so far as to have a Fun Committee whose sole responsibility was to inject a little fun in every offering of the association. As you might suspect, it was **the** sought after committee appointment.

Don't waste volunteers' time.

Time is one of the most significant contributions a volunteer offers to an association. It is a gift we need to manage carefully. We need to be thoughtful and intentional about our agendas for meetings or conference calls, turnaround deadlines on projects, and other areas where volunteer time can be leveraged or wasted. Associations should examine the "defining moments" of a volunteer's experience and identify any unnecessary time wasters that could be eliminated.

Identify all the work volunteers can possible do.

Having a diverse mix of volunteer opportunities increases the likelihood we will fully leverage the time and talents that may be available in the volunteer workforce. Organizations would be well served to inventory all of the work that is done and to systematically identify the pieces volunteers are best or uniquely positioned to do and the pieces where it would be easy and/or desirable to tap into volunteer contributions. These pieces of work can then be developed into the various components of a comprehensive volunteer structure: work groups or project teams, solo assignments, advisory boards; task forces or committees; etc.

Manage volunteer transitions.

When individuals move from member to volunteer, and from minor to major volunteer contributions, they feel a greater connection to the association: they become a part of the association family. What happens to individuals after they leave a significant project or position of leadership in the association? How does the association continue to communicate with them and involve them? How do we help volunteers indicate what role or contributions they would like to make in the future? How does the association track such information? Once you become part of the “inner circle” being disengaged from that information loop can be unsettling. We need to more intentionally manage volunteer transitions if we hope to reengage them again in the future.

Recruit with a one-to-one philosophy.

Most volunteer involvement brochures and forms solicit interest in committees or task forces. But what we really want to do is to engage volunteers in those efforts for which they have passion and/or talent. Once we learn of those, we can then channel them to the appropriate opportunities within the organization. Imagine a brochure that asked a potential recruit to share her passions or interests areas, the top five skills or talents she possesses or would like to develop, the number of hours per week or month she can commit, and whether she would like to work on projects or serve on a committee or task force. We can then present the individual with customized volunteer opportunities that match her unique profile.

Remember that attention and recognition are the currencies you control.

Paid employees get a paycheck every week or every other week. Associations often dole out recognition far less frequently, saving up awards and tributes for end-of-the-year events. Volunteer recognition and encouragement needs to be more frequent, ongoing, and personalized whenever possible. The form should be commensurate with the nature of the volunteer contributions and reflect the message you wish to send about the volunteer’s efforts. Yes, sending out the mail-merged thank-you note is better than sending nothing. But the underlying message is “we care enough about your generosity that we mail-merged you this letter.” Contrast the likely value of that effort with a short handwritten note in which you personally comment on the specific contributions the volunteer made. Which would engage you more?

Think of volunteering as a professional development experience.

Good organizations help employees identify the lessons they are learning from their work experiences, how that knowledge can inform their future efforts, and how it contributes to their portfolio of skills. Good associations should do the same with volunteers. Whether it is part of their original motivation to volunteer or not, individuals gain valuable personal and professional skills. We can increase the meaning of their experience by providing opportunities for them to reflect on their efforts and what they have gained from them ... think of it as a resume writing opportunity for volunteer efforts.

Recruitment Ratios

By Cynthia D'Amour, article from *Active Member Minute E-zine*, www.chapterleaders.com

Recruiting is never-ending these days -- and yet some chapters still make it a once or twice a year affair.

1. Return on Investment

Now, this is the ratio that your members determine after every event, meeting and/or volunteer opportunity. The formula is:

$$\frac{\text{What I got out of showing up}}{\text{divided by}} \\ \text{The time I spent with the chapter}$$

Or in non-math terms, was it worth my time to show up? Did I get value for the investment?

If your members get great value, they keep showing up. If members -- especially newer members only show up for an event or two and then disappear, it may be time for you to tweak how you do business as a chapter.

2. The Inviting Ratio

In the ideal world, you will recruit every single person who checks out your chapter. In reality, only a portion of people who sample your chapter will actually cut a dues check.

So, first let's take a look at how inviting your chapter is. One possible ratio might be:

$$\frac{\text{\# of guests}}{\text{divided by}} \\ \text{\# of members}$$

Or, you may prefer to calculate the percentage of guests who brought guests to your chapter. Either way, you are looking to see -- are you an "inviting" kind of chapter?

- ◆ Do your members understand that they have to regularly invite new people to sample your chapter experience?
- ◆ Does your leadership team regularly encourage members to bring guests?

3. The Asking Ratio

Once we get the guests to experience your chapter -- whether in person, reading a promotional brochure or from your web site -- we then need to look at how often to you ask people to join.

The ratio might be:

$$\frac{\text{\# of invitations to join}}{\text{divided by}} \\ \text{Every newsletter, promotion, website views, chapter meetings and volunteer experiences}$$

In other words, no matter how people access and experience your chapter, if you want to grow, you've got to keep asking guests to join. The number one reason 2 out of 3 people give for not getting involved is that no one asked them. Every time you bring people together -- whether chapter meeting or volunteer experience, guests should be invited to join. You need to plan for it. It might be as simple as, at the end of the meeting asking your guest, "So what do you think? Want to be part of our chapter?" At public events, you'll want to make sure someone is there to at least invite potential members to check out the chapter at an upcoming function.

4. The Closing Ratio

We've focused on inviting guests and asking them to join. Now you want to take a look at how many people actually say "yes" to your invitation to join.

The ratio might be:

$$\begin{array}{c} \# \text{ of guests you invited to join this year} \\ \text{divided by} \\ \# \text{ of new members who joined this year} \end{array}$$

Or, in simpler terms, how often did people say "yes" when you asked them to join. If you approach this like a scientist you will discover what words or ways in getting more people to say yes to joining. As you may guess, a personal ask tends to close more when getting personal rather than simply making an invitation to a large group.

When you ask a room full of people to join, it's helpful to have members standing nearby or at their table, turn to the guests, smile and personalize the invitation to join by saying, "So what do you think?" or "What about you?"

5. The Guest Close Ratio

If you set a goal to grow by 25 members, how many guests need to sample your chapter? The Guest Close Ratio will give you the key to that question. The ratio looks like:

$$\begin{array}{c} \# \text{ of Guests who sampled the chapter this year} \\ \text{divided by} \\ \# \text{ of new members who joined this year.} \end{array}$$

For example:

If you have 100 guests/10 new members = 10. It takes ten guests sampling the chapter to produce one new member. If you wanted to grow by 25 members, you would need to have 250 guests sample your chapter this year.

Don't think you can find that many guests?

Then start to work on turning more guests into members. There are many ways to work on this.

- ◆ You might focus on asking people to join more regularly.
- ◆ Or perhaps you start to explore new ways to invite people to join.
- ◆ Or, you might work on finding the questions that work best.
- ◆ Or learning how to identify people's hot buttons, so you know how to ask people in personally relevant ways to join your chapter.

You've got lots of choices -- you can either find ways to attract more guests or find ways to turn more guests into members.

Working these numbers can help your leadership team identify specific actions you can take to grow your chapter more effectively.

What do your recruitment ratios tell you about your chapter?

How Can I Find Sponsors for an Event?

Summary: A 9-step guide for nonprofits on how to solicit corporate sponsors; and some advice from a seasoned observer. For complete information on this Guide, visit: www.nonprofit-info.org/npofaq/17/28.html.

Corporate sponsors seem to be everywhere in today's world. Take the Olympics, for example. Hard to imagine what the skating rink would look like without those ubiquitous banners touting fast-food restaurants and telephone companies. It's not just the big events that draw sponsors, either. Small, local events-10K runs, award dinners, neighborhood festivals-usually have a slew of corporate logos in the accompanying literature.

Why is corporate sponsorship so prevalent? Quite simply, it makes money. Done correctly, it can make a lot of money and build important relationships. Done poorly, it can cost money and waste many people's time.

Below is a 9-step guide that offers tips on soliciting, acquiring and retaining corporate sponsors. It is by no means a "definitive" guide, but it is a good starting point. The guide was written with small- to mid-size events in mind, however most of the suggestions offered apply to larger groups as well.

Note: This article will NOT tell you what type of event you should do. That's another subject. There are many things to choose from, from dinners to auctions to golf tournaments to walk-a-thons. Before you read the nine steps, make sure you have a good event. You should not be soliciting sponsors until you've planned the event. Once you've figured out what your event is going to be, where it's going to take place, etc., then you're ready to move to Step One...

For details on each step, click on the title link:

1. [Determine who your audience is](#)
2. [Set sponsorship levels](#)
3. [Make lots of phone calls](#)
4. [Send proposal letters](#)
5. [Follow up](#)
6. [Cultivate your relationships with sponsors](#)
7. [Cultivate your relationships with non-sponsors](#)
8. [Give your sponsors plenty of publicity](#)
9. [Cultivate relationships with sponsors, Part II](#)

This resource was found on the Internet NonProfit Center, the NonProfit FAQ - <http://www.nonprofits.org/npofaq/>.