

THE CHAPTER DISPATCH

May 2006

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AT A GLANCE – Important Dates

2006 CALENDAR

Jun 13 CHAPTER LEADERSHIP WORKSHOP, Grapevine, TX

Jun 14 CHAPTER PRESIDENTS' COUNCIL meeting, Grapevine, TX

Oct 8 National Case Management Week, Oct 8-14

NATIONAL UPDATES

Member-Get-a-Member Campaign

CMSA's Spring Member Round-Up, February 1 – April 30, 2006

Thanks to each of you that participated in the Spring Member Round-up. Your efforts brought in almost 60 new members. The 2005-06 campaign theme was "One Purpose, Many Paths," reflecting the industry's strong focus on the varied strategies within case/care management to improve the quality and cost efficiency of healthcare.

Help us thank these recruiters for their efforts!

TOP RECRUITER:

Claudia Curtis of the Long Island Chapter (NY3) with **9 new recruits**.

RECRUITERS WITH 5 OR MORE RECRUITS:

Sandra Lowery of the New England Chapter (MA1) with **6 new members**.

Carole Rogers of the Birmingham Chapter (AL1) with **5 new recruits**.

When these new members joined CMSA during the campaign period, their recruiters received the following for their recruiting efforts:

- **FIRST RECRUIT:** A CMSA Member Pin
- **EACH RECRUIT:** A \$5 CMSA coupon for each person recruited
- **FIVE OR MORE RECRUITS:** One free year of CMSA membership
- **TOP RECRUITER:** A complimentary Texas 2006 conference registration

OTHER PARTICIPANTS INCLUDE:

Lopez, Pamela	AL1
Nesbitt, Carol	AL1
Sepeda, Jim	CA5
Lanzo, Linda	CT1
Russell, Carol	CT1
Beaudry, Joan	DE1
Bishop, Jennifer	FL9
Smith, Stacey	IA1
Corcuera, Terista	IL1
Pasley, Michele	IN2
Bartlett, Sue	MA1
Hodges, Shirly	MA1
Ireland, Sarah	MA1
Johnson, Janette	MA1
Nelson, Marilyn J.	MA1
Newsom, Catherine	MA1

Tocco, Christine	MI4
Laird, Mary	MO3
Dawson, Jane	NC2
Clark, Nancy	NJ2
Mazza, Rosemary	NJ2
Pena, Sylvia	NJ2
Tiukinhoy, Emylou	NY1
Barnes, Debbie	OH4
Denham, Joanne	OR2
Hallock, Kristine	OR2
Brady, Barb	PA3
Sewell Lawrence, Lyn	TN1
Hannah, Vickie	TN3
Weinmann, Judy	TN3
Carroll, Gina	TX1
Waller, Susan	TX2

CCMC Offers \$5,000 Annual Research Grants

The Commission for Case Manager Certification (CCMC) believes that because the practice and the job settings of case managers have evolved rapidly over the past two decades, research is needed in order to accurately identify the current state of the field and to document how case management has evolved in response to the changing environment of healthcare.

As such, CCMC is offering up to two \$5,000 research grants per year, the first to be awarded in January 2007. Completed grant applications are due no later than July 1, 2006 and notification of awards will be made by October 1, 2006 with the first awards paid in January 2007.

For more information, visit: www.ccmcertification.org.

2005-06 CoP Facilitators

CMSA would like to thank the 2005-06 Community of Practice Facilitators. They have spent a tremendous amount of time networking online with others in their like practice settings, generating conversation, researching & posting resources, reaching out to CoP members for feedback and many other tasks necessary to keep the communities flowing with information. They will end their one year appointment by facilitating the face to face CoP meeting at the CMSA National Conference. New facilitators will begin their term in June 06.

2005-06 COP FACILITATORS

Acute Care Hospital	Irene O'Connell Leather
Disease Management	Karen Powell
Entrepreneur	Deborah Johnson
Managed Care	Wendy Clauson & Teri Treiger
Post-Acute Care	Winsome Jeffrey Robbins
Social Work/Behavioral Health	Rachel Happel
Work Comp	Linda Husted
Integrated Care Management	Pat Stricker

Thank you for your support!

CHAPTER REMINDERS

2006 National Case Management Week!

Make plans now for *National Case Management Week 2006*! “*One Purpose, Many Paths*” is the theme, so begin plans to celebrate the week of October 8 – 14 to help promote case management and bring attention to the contributions that case managers make to the healthcare industry.

Products this year will include:

- T-shirts with CM Week logo
- Coffee Mugs with CM Week logo
- Travel Mugs with CMSA logo
- Ink Pens with CMSA logo
- Wristbands – “CMSA One Purpose Many Paths”
- Posters – preprinted 11 x 17 CM Week posters
- Oxford shirts with CMSA logo
- Puzzle Pins are back – “Case Managers are the Vital Piece”
- CMSA Member Pin – new design



Preview and purchase these items at the Annual Conference in June, or place your orders for a September delivery. Also, stay tuned to the official National CM Week website at www.cmsa.org for updates and information on these topics and more:

- Online tools, such as, flyers, advertising, poster graphics, and guides
- Ideas for planning an event
- How to recognize the case managers in your Chapter or organization
- How to design your own local National Case Management Week promotional piece
- What other organizations support National Case Management Week

Contact your city and/or state government to obtain a Proclamation for CM Week. Sample letters are available to assist you with your efforts.

Chapter Leadership Workshop – Jun 13, 8:00a-5:00p

Listening to feedback from previous chapter workshops, this year’s event combines several styles of learning. Not only will we here from a Panel of chapter leaders on areas their chapter has excelled in and been awarded the CMSA Innovative and Excellence Award. But, there will be time to talk to ask them questions and interact in Roundtable Discussions.

Teri Treiger, 2005-06 CPC Rep, will oversee the workshop and facilitate the program. Below are others that will be presenting on various chapter related topics:

1st Panel (*Increasing Membership Involvement*) – Dolores Burke, New England

2nd Panel (*Improve Your Effectiveness as a Leader*) – B.K. Kizziar, Dallas

3rd Panel (*Increasing Promotions of CMSA and the Industry*) - Deborah Gutteridge, Kansas City

4th Panel (*How to Be an Advocate for Case Management*) - Peggy Leonard, Ntl Legislative Chair

If your chapter does not yet have a representative at this program, it’s not too late to sign up! This is one of the best ways to increase confidence within your leaders as they have the opportunity to share resources and issues from each other.

CPC Meeting – Jun 14, 11:15a – 12:45p

The Chapter Presidents' Council Meeting is held every year at the Annual Conference. This year's meeting will be Wednesday, June 14, 11:15a – 12:45p. The CPC is made up of affiliate chapter presidents, vice-presidents and president elects. During this meeting, chapter innovation award winners are announced and other chapter recognition. The leaders also get a chance to hear from their current CPC Rep on the National Board and the installation of the newly elected CPC Rep. The CPC Rep position is a National Board of Director that is voted on by the affiliate chapter presidents each year.

Lunch will be provided this year for the president, vice-president and president-elect leaders in attendance. Other officers and board members are welcome to attend but lunch will not be guaranteed.

This is another opportunity for the leaders to talk and network and to be proud of what they do!

Membership Meeting – Jun 16, 4:15p – 5:15p

Join the CMSA National Board as they deliver updates on membership benefits and activity over the last year, plus a look ahead. During the Annual Membership Meeting, CMSA will transition board members and vote on some changes to the National Bylaws. As a member and leader of the organization, your support is needed! Hope to see you there.

LETTER FROM YOUR CPC REP

Greetings,

It has been one year since I took on the role of Chapter Presidents Council (CPC) Chair and liaison to the CMSA Board of Directors. Though time was not always readily available, where there is a will, there's a way. I did my best to meet the demands of the role and thoroughly enjoyed the entire experience.



One of the most important roles of the CPC Chair is being a member of the CMSA Board of Directors. Putting on my 'member' hat became second nature when analyzing new issues. Being the voice for the chapters was an awesome but essential responsibility. The fact that CMSA recognizes the critical importance that chapters play is demonstrated by representation on the Board.

The CPC online forum is a growing resource for all chapter leaders. The average monthly message volume was 31, up from 29 and 20 in the two previous years. This seems to demonstrate the value that chapter leaders put on cooperation, sharing ideas and providing resources. Whether it be a particularly interesting article on leadership, the creation of job descriptions for chapter board members, or the design of program/conference brochures, chapter leaders are learning more and more from the successes (and failures) of other chapters.

As a result of my positive experience as CPC Chair, I strongly encourage others coming up through the ranks of chapter leadership (president, vice-president, president-elect) to participate in the online forum. Each of us is focused on CMSA's success and that happens one chapter at a time. This has been a great opportunity to facilitate the passing of knowledge on to future leaders . . . which is a mandate that each of us must adopt.

Best wishes to everyone and thank you for the chance to serve you.

Teri Treiger, RN, MA, CCM, CPUR
2005-06 CPC Rep
CMSA Board of Directors

CHAPTER HIGHLIGHTS

To contact any of the local affiliate or pending chapters, visit www.cmsa.org - under the Membership link choose Local Chapter.

Pending Chapters

Lexington, KY

The pending Bluegrass State Chapter of CMSA held an educational meeting on May 8 at Associates in Rehab in Lexington. Speaker Rich Pounds, MS, FABDA demonstrated Ergos FCE's and addressed the return to work issues and managing cases. This event was co-sponsored by Work Place Solutions and refreshments were served. This group is in the process of getting officers in place and finalizing the standard chapter functions. They remain dedicated to getting this chapter up and rolling to a champion one.

Las Vegas, NV

The Case Management Association of Las Vegas is in the final stages of incorporation and plans to file their final paperwork by the first of June. They have worked very hard over the last year and half to create the interest and network necessary to build a successful chapter. What for future announcements about this chapter's affiliation!

Reno, NV

Northern Nevada Chapter of CMSA filed their paperwork for incorporation during the first part of May. The group has also worked very diligently for over a year to put the process in motion. With a full board and a great enthusiasm, they are on their final voyage to becoming an official chapter. They have had a variety of education presentations over the year from end of life issues to aromatherapy. The networking of the club has been very valuable for this community. Their first annual conference is set for Oct 27th at the Nugget in Sparks, NV. The theme is "For Your Health" and will be followed later that same night by a very popular event called Fantasies in Chocolate. This is all about chocolate and champagne. They have great room rates for everyone wanting to spend the night or entire weekend and hope to have people from all over the country join them.

Official CMSA Chapters

Birmingham, AL

Case Management Society of Alabama - Birmingham Chapter recently awarded Carol Lockhart, RN, CCM, as their Case Manager of the Year. This award recognizes members that embody the mission of CMSA - promoting the growth and values of case management and supporting the evolving needs of the profession locally. Each month, they select a Case Manager of the Month, and from that list, they vote on one person to represent the Chapter for the year.

Dade/Broward County, FL

South Florida Case Management Network is continuing to raise donations for the MS Society. So far we have raised almost 3K. They are also planning their agenda for the upcoming National Conference. The chapter submitted a couple of entries for innovation awards and look forward to seeing if they qualified for any categories. Their membership continues to grow and they are getting more and more vendor participation to help in the membership arena. The chapter is seeing some old faces renewing their memberships. What a great feeling!

Panama City, FL

The Bay Area Case Management Society of America has been experiencing good attendance in Panama City, FL. They had moved to the Outback Restaurant a year ago and that continues to be a positive motivator in their case management "culture". The chapter has sponsors come and pay for the lunch and 1 CEU is available to the attendees. They are averaging anywhere from 45-80 people a meeting. The membership has been slowly climbing so it seems to be working for the moment. The networking is much better with higher numbers as well. In attendance are case managers from the hospitals, home health, community organizations, hospices, and numerous others. A good sampling for the medical community which is a positive outreach opportunity for the sponsors and speakers for the month.

Atlanta, GA

The Atlanta chapter President and President-Elect were fortunate to be invited to a recent Leadership Retreat sponsored by the Dallas Fort Worth CMSA Chapter. The BOD and membership were very supportive of this "adventure" and the attendees came away from three days of learning and fun at the Ranch in Paradise, Texas with lots of new ideas and new friends. They realized that the challenges experienced by the Atlanta chapter are, fortunately, not unique to Georgia. As a result of this opportunity, the chapter hopes to implement new programs and initiatives. Thank you DFW for the invitation!!!! As a result, the chapter logo and website address will be changing and the chapter will be implementing a SPC and developing job descriptions. They have been challenged and will meet those challenges!

The Board is in the final planning stages for their 2006 fall conference. Speakers and sponsors are set and they are now beginning to motivate members, potential members and community at large to attend. The chapter has even had to be "creative" in accommodating sponsors for so many have responded. What a wonderful problem to have

The chapter has had difficulty in seeking a BOD for 2006-2007 but several members have gone way above and beyond expectations for their involvement. A ballot is in the process of being prepared and will be mailed to all members within the next thirty days. The chapter is very grateful for their dedication.

Indianapolis, IN

Central IN CMSA is pleased to announce the 12th Annual Conference, November 8, 2006 at Hyatt Regency ~ Downtown Indianapolis. They are focusing on "Managing the Pyramid of Health - Mind, Body, Spirit." Exhibit opportunity letters have been sent to over 100 companies with "Mark Your Calendar" post cards going out this week. The topics and speakers are almost finalized. Downtown Indianapolis offers a variety shopping, dining, and entertainment—attendees may add some leisure time to their conference activities.

Spreading the word about the benefits of membership to CMSA is one of the goals for this year. To meet that challenge, the Board is planning a Membership Recruitment Event on June 6, 2006 at the Marriott. The chapter plans to make this an annual event.

The Program Committee has put together a great year of programs, topic, speakers with CE's for each monthly meeting. The complete list may be seen on their web site www.cmsaci.org

The officers are excited to attend the CMSA Conference in June. Certainly, there is such a vast opportunity to learn and interact with case managers from all over the country. That broad feature of learning will strengthen the Chapter.

Minneapolis, MN

The Minneapolis Chapter got off to a great start in April. With the assistance of the new 2006 board members, they held their first meeting and educational event this year. They were fortunate that several of the new board members work for United Healthcare and were able to secure a speaker, a room to host the event and utilize the catering facilities at United. They had record breaking attendance and a great educational program on Advanced Pain Management by Dr. Mark Leenay. The chapter received great feedback and a lot of interest in the organization from prospective new members. They are planning their next event for late June or July. And this year, the entire board will be making the trip to the National CMSA Conference in June.

Kansas City, MO

2006 has been an awesome year so far for the metropolitan Kansas City chapter in regards to educational programming. The chapter has had record attendance for their Communities of Practice meetings. The January General Assembly meeting alone drew 91 attendees (the largest number outside the annual conference). They have covered topics from physical rehabilitation to patient adherence and literacy. Speakers have been from both local and national levels with vendor/sponsor support for the local case managers. The Board is experimenting with evening and Saturday offerings. In the past the programs have been during the day hours on weekdays. The annual conference was a success. Entitled "Tune Into Case Management and all that Healthcare Jazz", the program highlighted leadership, teamwork, and diversity. Case managers representing hospitals, workers compensation, insurance companies and specific patient populations were in attendance and gave the program content high marks.

The chapter is proud to be the home of CMSA President Susan Rogers and wish her great success in Dallas. Two of the board members recently ran for national office--Deborah Gutteridge and Connie Fahey. CMSA-KC is extremely fortunate to have such dedicated, innovative, and creative individuals in their organization truly committed in the practice/teaching of case management. Thanks to all of them and all of the members for their support.

Omaha, NE

The Nebraska Chapter is in a growth cycle, thanks to a collaborative effort over the last two years to provide numerous continuing education opportunities to the membership. The board of directors has teamed up with supportive vendors to offer Lunch and Learn events at least 6 times each year. A Spring Fling continuing education and networking opportunity in the less populated area of the state is planned for May 18. The board has tried to think outside of the traditional case manager box and contacted every healthcare facility in each county of Central Nebraska. Besides getting the word out for this event, they have started a database for future contacts. They are excitedly planning for the annual Fall Forum. The chapter is pairing up with the Emergency Nurses Association to bring nationally known expert on pain management, Margo McCaffery, to Omaha, NE. Pairing up with another association is easing the discomfort (as a small chapter) with the upfront cost for a national speaker and increasing their ability to network with nurses in other disciplines. The chapter looks forward to keeping everyone posted on how it turns out!

Woodbridge, NJ

Things went swimmingly at the New Jersey Chapter's 10th Annual Conference held on Wednesday, April 19th at the Sheraton Edison Hotel in Edison, NJ. The theme for the event was F.I.S.H. or "Fresh Ideas Spring Happening" and "thinking outside the bowl," "thinking upstream," and "making a splash" made for a fun-filled program and everyone agreed it was a "fantastic" Conference.

Over 140 attendees and more than 35 exhibitors were on hand to provide support for the program. Magnificent fish balloon bouquets adorned every table and surface and the theme clown fish greeted all from the souvenir tote, conference portfolio, and the conference Journal carried the 'FISH' theme throughout.

Three speakers were on hand to provide educational offerings, led by the *Center for Case Management's* Karen Zander, presenting, "How to Think like a Shark, Act like an Octopus"; while a local nurse-attorney explored the sometimes dark waters lurking in the area of documentation. "Fairy Tails" supporting transformational leadership in nursing rounded out the "catch" of speakers.

When the Conference charter pulled into dock, among the parting door prizes were gift certificates to "Red Lobster. The busy day supported the claim that "fish just like to have fun too"!

Two of the chapter leaders, Pat Agius, President and Board Member Jacki Gonzalez were delighted to be invited to the Chapter Leadership Retreat conducted in Paradise, Texas by generous CMSA colleagues in Dallas/Fort Worth. Pat and Jacki send special thanks out to them for an enjoyable and valuable experience!

Chapter officers and representatives are busy getting ready for the Annual Conference in Grapevine, TX and seeing all CMSA friends and colleagues once again!

Chattanooga, TN

Chattanooga Chapter CMSA held their Annual Spring Seminar on April 21, 2006 at the Chattanooga Choo-Choo. The seminar celebrated the tenth anniversary of the chapter with the theme of "The Many Pieces of Case Management". All goals for the conference were exceeded. Attendance of 108 members and non-members reached the capacity of the facility. Representation from diverse areas of case management increased by 60%. 30 vendors supported the conference and more were on the waiting list due to space limitations. Next year, the chapter will be looking for a larger facility for their conference.

Susan Rogers, the current National President of CMSA, delivered the opening remarks. Educational sessions topics included: "Can a Healthcare Plan Be Compassionate?" by Keynote Speaker Dr. John Banja who also did a session on Case Management of the Genomic Future, Rehabilitation Options, Stress and Coronary Disease, and Infectious Complications of Blood and Bone Marrow Transplantation.

One of their own members, Andrea Wynn, spoke on case management in the military. Andrea currently has a rank of 1st Lieutenant in the Army Nurse Corp with 18 years service in the Tennessee Army National Guard and recently returned from active duty providing case management for service personnel involved in Iraq and for Hurricane Katrina Relief efforts.

Knoxville, TN

The TN Valley Chapter of CMSA annual conference held on March 14 was a great success. Their theme this year was "The Games of Case Management". Speakers were Greg Blake, BA, MS of Pepworks International, encouraging case managers to find purpose and passion in their life and career; Jackie Birmingham, RN, BSN, MS, CMAC spoke on discharge planning strategies and case management from a business point of view; And Dr. Lisa Bellner spoke about appropriate care for work related injuries. The chapter had 45 vendors and 157 attendees present.

Memphis, TN

On April 21st, the Memphis Midsouth Chapter held an educational seminar/vendor fair, "Travel the World of Health Care", with 67 attendees and 46 vendors participating. The speaker panel included Nancy Skinner, Dr. Susan Murrmann and Ollie Mannino. During breaks, the attendees traveled to the exotic locales of the vendors where they had their "passport" stamped, then proceeded to "customs". Upon verification that all vendor booths were visited, the attendees were entered into a \$500 grand prize drawing. Other prizes included two memberships to CMSA. This was a huge success for a chapter on the brink of dissolving 2 years ago!

Dallas, TX

The second annual invitational Leadership Retreat was held April 28-30 at Garrett Creek Ranch. Ten chapters were represented. Connie Commander, national president-elect & Nancy Skinner, national board member & past national president, were also in attendance. The workshop was facilitated by Tim Durkin, a nationally known speaker on leadership. All onsite expenses for attendees were covered by the generous sponsorship of Regency Hospital Company, Pate Rehabilitation, Sanofi Aventis & Cubist. Leaders from the sponsoring organizations also joined the sessions to bring their unique perspective to the group. Great fun was had by all at the working Texas cattle ranch west of the Dallas Ft Worth area. Terrific networking among peers plus obtaining new leadership skills was the outcome for every attendee. Plans are already underway for next year's event!

DFW CMSA will be well represented at the national conference this year. Come by the national booth in the exhibit hall to meet Chapter officers as they work the booth during session breaks. Enjoy the Texas hospitality at the DFW CMSA table near the entrance to the exhibit hall. Officers will be easily recognized by their Chapter logo shirts. Also, BK Kizziar will be giving a presentation at the Chapter Leadership Workshop plus a breakout session on LTACH Case Management Program Development. Patti Grady will do a breakout session on a Medicare Demonstration Project & Judy Robinson will have a poster presentation on Effective Communication.

New Chapter officers will be announced in May following spring elections. Pattie Pittman, president-elect, will have the new slate of officers meet for a training & transition meeting sometime during the summer.

Plans are already well underway for the annual Fall Seminar. The October 4th & 5th seminar is being extended to 2 days in order to add a full day CCM Prep Class prior to the actual seminar. The seminar will host 2 tracks including Worker's Comp & Advanced CM Practice.

Houston, TX

Last month's luncheon presentation was in response to the educational needs of the seniors and local Medicare population and was a complete success. Lee Ann Harry's presentation was both informative and entertaining. She made it evident just how difficult it is for seniors to comprehend the program and why assistance would be greatly appreciated. The May deadline for Medicare recipients to register is just around the corner so the board is pleased that they were able to respond to this issue.

The chapter's "Spring Fling Cruise" left the docks of Galveston on April 27th and returned May 1st. Twenty participants sailed to Calica, Mexico. Everyone had a fun filled cruise with CEs provided by the cruise organizers. Everyone enjoyed the sun, blue waters of Calica and shopping in Playa Del Carmen. This was the 2nd Annual Spring Fling Cruise.

Madison, WI

The CMSA Madison Area Chapter held their 3rd Annual Conference May 5-6. The theme for this year's conference was "Navigating New Waters in Case Management" and was held in Wisconsin Dells. Approximately 100 people attended along with over 20 vendors and/or sponsors.

Susan Rodgers, RN, BSN, CCM along with Mindy Owen, RN, CRRN, CCM provided the Keynote Presentation. On Saturday, Michael Demoratz, PhD, LCSW, CCM was an inspiration as he talked about long term planning and cultural issues. Their participation was much appreciated and provided excellent opportunities for networking with local chapter members.

LEADERSHIP RESOURCES

Revitalizing Your Chapter (*part I*), by Cynthia D'Amour, www.chapterleaders.org

Revitalizing your chapter can be approached from many aspects. Today, we are going to focus on getting the people you need to succeed on your team.

1. Building your chapter is not a one person job. In the old days, there was a king or queen of the chapter who ruled either with a tight fist or benevolently. The rest of the members were there to do the ruler's bidding and to accomplish their goals.

Building today's chapter is a team sport. While you may have the title of president or chair, your biggest job is to make sure your active volunteers get value out of their involvement in your chapter.

2. Start your core group with the intention of expansion. Creating a culture of where everybody is allowed to do meaningful work needs to be in place when you recruit your seed team. If you only invite hard working martyrs to be on your team, you will only have a handful of hardworking martyrs on your team when all is done.

3. Personally invite people to join the effort. Call up people who you know or admire and invite them to be part of something exciting. How you paint the picture of involvement will impact the likelihood of them saying yes to you.

If you make the opportunity sound like a ton of work you are going to hit the wall of "no time." Everyone has no time these days. It will be up to you to make the opportunity so appealing that they can't resist finding time to be involved.

4. Consider calling those who used to be involved and haven't been seen in a while. Out of sight does not necessarily mean out of heart. Often times members hang on paying their dues because they believe in the chapter or have a heartfelt connection; however, they don't show up because they may feel disenfranchised.

Consider inviting folks to be officially on your leadership team - or to serve as presidential advisors who offer advice and support without the commitment of an office. In the world of chapters, your goal is to build momentum in your chapter - and that takes people. Momentum fuels excitement and the concept that your chapter is the "place to be." Your presidential advisors may fuel the energy needed to attract more people.

5. Look at your personal network for key supporters.

Depending upon the type of chapter you serve, you may be able to tap your personal network for a key person or two to help you revitalize your chapter.

There are lots of people out there who will be willing to support your efforts to revitalize your chapter. The key is to find creative ways for potential involvement - and to personally invite folks to be part of the party.

Next issue we are going to take a closer look at how to sell a chapter that's being revitalized.

MEMBERSHIP RESOURCES

Members can tell you what they WANT. But if you listen carefully, you can hear what they really NEED. Adapted from a newsletter by Dr. Alan Zimmerman – www.drzimmerman.com

Members NEED to have a "remarkable experience." They've got to have something to talk about - whether that be you, your products, or services. Oh they may say that all that "experience" stuff is nothing more than fluff. They may say they don't "need" all those touchy-feely extras, but the statistics on customer loyalty paint a very different picture. Members who have a great "experience" with you stay with you.

And if I may be so bold, you can't afford to skip this part of the customer service formula. Bob Wynn, the vice president of the Federal Reserve System for several years, says it takes 17 times more effort to get a new customer than retain an old one. So let me give you a few more tips on how you can create "memorable experiences" for your Members.

Discover Your Member's Definition of "Remarkable"

As the old saying goes, different strokes for different folks. What's considered truly exceptional service in one industry may mean nothing in your industry or with your Members. In some towns, for example, a gourmet restaurant is a place where you leave the tray on the table after you eat. In other places, that wouldn't even come close to being "remarkable."

And how do you find out your Members' definition of "remarkable?" *You ask for feedback.*

I learned that lesson when I bought a new car three years ago. I learned that from Murray Wright, the Infiniti salesman. And even though I haven't seen him since, I was so impressed with his approach that I still remember his name. Shortly after I met Murray and was looking at his cars, Murray told me that he was always striving for excellence in customer service. He asked me to tell him if he ever did or said anything that was less than excellent. And he would ask me once in a while how he was doing. He wasn't trying to be "slick" or use some fancy sales "technique" on me. He was being sincere. He wanted to serve, and he wanted to give me a "remarkable experience." And, the result? I bought an Infiniti even though I had never even thought of that brand before.

Brainstorm to Stay Ahead of Your Competition

To keep on creating more and more "remarkable experiences" for your Members, get your team together. Brainstorm all the things you "could" do for your Members. But don't ever stop with the first good idea that comes to you. The first idea is rarely the best idea. The reason is fairly simple. The very fact that it was your first idea, that it was easy to come up with, means that your competition has probably thought of that same idea. Make sure you come out of the meeting with at least four or five ideas. That way you'll have some flexibility in deciding which one to use.

Action:

Are you trying to create "remarkable experiences" through trial and error? Are you guessing what your member wants and needs? That's a terribly inefficient and highly expensive way to conduct your business.

This week ask 10 Members about the best experience they've ever had with your organization. Let them tell you about their "moments of magic." Then ask another 10 each week for the next 4 weeks. You'll begin to see a trend -- or at least you'll know what your member considers "remarkable" -- and you can make sure you do more of those things.

DEALING WITH DISTRACTED PARTICIPANTS

Overcoming a common challenge faced in conference call committee meetings!

During conference call committee meetings, multi-tasking is a common crime of participants. With nobody looking, the temptation to check a few emails or conduct a few other minor activities can be very strong! The division of attention by multi-tasking committee members usually leads to less productive, less efficient meetings.

How do you draw committee members together so this is less likely to happen? It's simple really.

1. Create agendas that make it clear that participation is expected.
2. Involve all participants regularly throughout the meeting.
3. Be consistent in doing #1 and #2 at every meeting!

Let's be a little more specific.

PLAN AN AGENDA THAT INVOLVES EVERYONE

Build agendas with discussion times noted and consider inviting someone else to conduct a portion of the meeting. When inviting another individual to help facilitate part of the meeting, call in advance. Confirm his/her willingness, coach him/her on what needs to be delivered or resolved during that portion of the meeting, and prompt him/her to stay within the allotted time.

START WITH 20-SECOND SELF-INTRODUCTIONS

If people in the meeting do not know each other, kick-start your meeting by announcing, "Let's start with 20-second self-introductions to help us get familiar with each other's voice. I'll call on you by first name. You can respond by sharing your full name and what motivated you to volunteer for this committee." If participants already know each other, adapt your 20 second self-introductions to something like "name and a recent committee accomplishment that comes to mind".

ASK SOMEONE TO READ MEETING OBJECTIVES

Help focus the meeting by writing your meeting objectives on the agenda. Distribute your agenda in advance with a request for everyone to have it in front of them during the meeting. After the self-introductions, call on someone to "give focus to the meeting time by reading the objectives on the agenda." If you do this regularly at every meeting, calling on different individuals, people quickly learn they don't want to be without their materials.

RANDOMLY AND REGULARLY CALL ON INDIVIDUALS

Asking "Are there any comments?" opens up the possibility for an uncomfortable period of silence ... or for strong personalities to monopolize the meeting. Instead, randomly call on individuals by name with questions like, "Sue, what do you think about Joe's comment?" Doing so reminds everyone that they may be called on at any time ... prompting them to pay closer attention. Additionally, calling on individuals gives you the ability to make sure everyone has a chance to be heard.

One word of caution: "Retraining" a group that has already established bad habits of multi-tasking during conference call meetings may take some time. If you call on someone who is unprepared or distracted, move forward with the meeting by asking for a volunteer or responding yourself.

The goal is not to embarrass your committee members, but to simply help your group develop good habits so that everyone can look forward to more efficient and effective meetings!

Communicating with Elected Officials

Article from ONS Legislative Action Center, www.ons.org.

Heightened security measures have dramatically increased the time it takes for a letter sent by post to reach the offices of federal or state legislators. More and more, citizens are using emails and faxes to communicate their concerns and increasingly elected officials' offices prefer electronic communications for constituent contact. As a general rule, Members of Congress are far more likely to heed your message if you are one of their constituents. The following tips aim to improve the effectiveness of your correspondence, regardless of the means you choose to deliver your message.

Tips for Writing Congress: <http://www.ons.org/lac/pdf/10TipsLetters.pdf>

- State your purpose for writing in the first sentence of the letter. For example: As your constituent, I am writing to urge your support for increased funding for health care.
- If your letter pertains to a specific piece of legislation, identify it. And make sure that you are referencing the correct legislation to the correct body of Congress. House bills are H.R.____; Senate bills are designated as S.____. It is also important to know the status of the bill.
- Be courteous.
- If appropriate, include personal information about why the issue matters to you to make your point.
- Address only one issue in each email.
- Close your letter with a restatement of your purpose and indicate the response that you expect.

Addressing Your Correspondence to a Senator:

The Honorable [Jimmy Stewart]
__(room number)__(name of) Senate Office Building
United States Senate
Washington, DC 20510

Dear Senator [Stewart]:

Addressing Your Correspondence to a Representative:

The Honorable [Jimmy Stewart]
__(room number)__(name of) House Office Building
United States House of Representatives
Washington, DC 20515

Dear Representative [Stewart]:

Tips For Phoning Congress: <http://www.ons.org/lac/pdf/10TipsCalls.pdf>

Telephone calls are usually taken by a staff member, not the member of Congress. Ask to speak with the aide who handles the issue about which you wish to comment. (See our guide to Congressional staff [here](#).)

After identifying yourself as a constituent, tell the aide you would like to leave a brief message, such as: "Please tell Senator/Representative [Name] that I support/oppose [S.____/H.R.____]."

State your reasons for your support or opposition to the bill. Ask for your senators' or representative's position on the bill. You may also request a written response to your telephone call.