

THE CHAPTER DISPATCH

April 2007

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AT A GLANCE – Important Dates

2007 CALENDAR

Apr 30	Spring MEMBER-GET-A-MEMBER CAMPAIGN closes
Jun 19	CHAPTER LEADERSHIP WORKSHOP, Denver, CO
Jun 20	CPC Meeting, Denver CO
Oct 7-13	National Case Management Week

Member-Get-a-Member Campaign

As of April 15th all together the chapters have recruited **74 members!**
Keep up the Good Work!
Christine Tocco of Grand Rapids, MI is in the lead she has recruited 17!

Help Build the Future of Case Management

Your voice and your efforts can help increase interest and participation in CMSA. Your participation in member development campaigns plays an important and vital role in ensuring the vitality of the Society and the case management industry.

Each time you recruit a new member or spread the word about case management, you contribute to CMSA's growth, as well as strengthen the Society's position as the leader in the Case Management industry.

CMSA currently has **over** 10,000 members, but there is always room for more! The stronger the Society, the more opportunities it has to offer its members. So, talk to your coworkers, friends, and case management colleagues, and join the CMSA Membership Drive to corral some new CMSA members. You can receive some nice prizes for your hard work, too!

CMSA's Spring Member Round-Up ends April 30, 2007
There is still time to recruit new members!

Round up your case/care management coworkers, friends, and colleagues and recruit new members for CMSA's Spring Member-Get-a-Member campaign. When your recruits join CMSA, you receive the following for each new member:

- **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 Denver 2007 conference registration

Be sure to include your name, city, and state on all applications before dispersing. **Special Member-Get-a-Member Applications are available from the CMSA website** – link at the bottom of the homepage! Include information on local chapter activity and contacts in your packets. CMSA tracks the new members for each Recruiter from the area on the special Individual Membership Application where the Recruiter adds their name, city and state. This will be the only way National Office will know that the member was recruited by you. Recruiters will be highlighted on the website, in *The Chapter Dispatch*, in *The Case Report*, and more.

Get more info at www.cmsa.org/recruit

Inaugural Summit on Behavioral Telehealth: Technology for Behavior Change and Disease Management May 31-June 1, 2007

This Summit will offer detailed and practical instruction on using emerging information technologies to support the integration of behavioral health into primary care and chronic disease management. The program will explore how e-empowered health consumers can truly become partners in their own self-management. This timely event brings together leaders in behavioral health, disease management and telemedicine to celebrate the successes, tackle the challenges and advance the goal of integration.

For information on speaking/sponsorship/exhibition/registration, please contact:

Satish Kavirajan, Managing Director, TCBI Ph: 310-265-2570 Email: sk@tcbi.org.

Case Management Writing Contest

Congratulations to the winner Lynn Beasley!

CMSA and Dorland Health Care Information, publisher of *Case in Point*, are hosted their first **CASE MANAGEMENT WRITING CONTEST**, to help mark their new relationship, and to encourage the sharing of best practices. The contest was open to all readers who wish to tell their stories. Lynn Beasley's article will be published in *Case in Point*. She has also won the valuable prizes listed below:

- **GRAND PRIZE: FREE FULL CONFERENCE REGISTRATION TO DENVER 2007**
CMSA's 17th Annual Conference & Expo, June 19-23, 2007, at the Hyatt Regency Denver & Colorado Convention Center
- **A one-year CMSA membership**
- **A complete set of the Dorland Healthcare Website Guide**
- **A complete set of the Case Management Resource Guide**

2007 SNEAK National Directory of Independent Medical Examiners

SNEAK 2007 **National Directory of Independent Medical Examiners** print directory is now available. This directory contains hundreds of IME Doctors and dozens of other excellent resources. The **Free** Directory is both a printed version and an online database <http://www.imenet.com/default.asp>. Any one interested in a free copy of the **2007 SEAK National Directory of Independent Medical Examiners**, please send an email to Alex@seak.com requesting the IME directory

JACHO Name Change

JCAHO has officially changed their name to **The Joint Commission**. When corresponding please remove all references to "JCAHO" and replace with their official new name.

CHAPTER REMINDERS

Local Chapter Directory

Visit cmsa.org and click on membership, then chapters, then local chapter's directory. Review the information for your chapter to make sure it is current and up to date. This area can be used to post meeting and event announcements, in addition to your local chapter's websites. As current and perspective members of CMSA visit the website they will be able to view events happening in their area. Send updates and notices to njackson@acminet.com.

Chapter Officer Updates

Thank you to those chapters that have submitted your officer update information as requested. Many chapters still have to undergo elections for the new term; however there are still some chapters that do not have contact information because the terms have expired. Be sure to get the names, titles and email addresses of these new officers, board members and committee chairs to CMSA National to update the Leadership Database. Please remember that this information is used to determine who to include on correspondence, reports, chapter dues checks disbursement, chapter contact information, etc.... For the official Officer Update Form, please visit www.cmsa.org, under Membership, then Chapters, then Chapter Resources. Please complete and fax to 501-221-9068 or email njackson@acminet.com.

2007 Annual Leadership Workshop

Are you a new Chapter Officer and struggling for resources and training? Or, have you held a long-term chapter leadership role and can't seem to get out of a rut? This workshop is for you! Join other CMSA Chapter Leaders, Board Members, and Committee Chairs to explore and identify ways to increase your chapter's knowledge and resources. You'll be relieved to discover that your chapter is not the only one facing issues and in need of fresh ideas. Discussions will evolve from getting your members more involved, leadership retreats and board issues, recruiting members from various practice settings, and planning solid educational programming. This full day workshop will be led by your peers as they share real life experiences and knowledge. Also, time is allocated for Q&A to ask those pressing questions to other chapters and CMSA staff.

This is a Pre-Conference workshop that will be held on Tuesday June 19th at the 17th Annual Conference and Expo in Denver. There is still time to register if you have already registered for the conference; this workshop will be an additional cost to the conference registration fee. Go to www.cmsa.org and click on the conference logo, then go to Tuesday under the sessions and events section for more information. Or contact mlee@aciment.com (501)225-2229 ext.1120.

2007 National Case Management Week!



Make plans now for *National Case Management Week 2007!* "A Showing of Hands" is the theme, so begin plans to celebrate the week of October 7 – 13 to help promote case management and bring attention to the contributions that case managers make to the healthcare industry.

Watch for details on what CM Week products will be available and when they go on sale. Then, place your order early to ensure availability in time for your CM Week celebration.

Also, visit the official National CM Week website at www.cmsa.org for information on to assist you in planning your CM week events:

- 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
- Sample proclamation request letters.

Now is the time begin working on your chapter to receive a proclamation form your governor

LETTER FROM YOUR CPC REP



Greetings!

This time from a very rain soaked northeast. Whatever happened to spring? Hope everyone is getting ready for Denver. As notices go out the hotel space is filling up and the Super Saver registration needs to be in by 4/26/07.

If you have not had a chance to look at the information sent out by our Public Policy Committee regarding support for the (NLC) Nurse Licensure Compact please take a moment. Information on CMSA's Mission statement, letter template and useful resource links were sent to chapter leaders (Presidents/President Elects/VP's) on March 23rd via email to states that currently **don't participate** in the NLC. If your state is included in the NLC you were not copied.

We have included the topic on the CPC forum so your thoughts and information will be helpful in how we can roll out the information to the membership at the chapter level. We encourage each chapter to discuss the issue with your membership as well as case managers in your area.

This is a unique opportunity for each of us to help those case managers who are directly affected in their practice. This is also in support of the outstanding work of our Public Policy Committee, who is happy to assist you if you have any questions.

Warm Regards,

Pat Agius
2006-2007CPC Chair

CHAPTER HIGHLIGHTS

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

[Official CMSA Chapters](#)

Phoenix, AZ

The Arizona Chapter of CMSA is currently planning their annual conference to be held the second week in September. This annual conference will offer attendees 6.5 CEUs. The chapter has procured a group of very impressive speakers for the event. The title this year is *Thinking Out Of The Box - Innovations In Case Management*.

Birmingham, AL

The Birmingham, Alabama Chapter is holding its 13th Annual Conference, titled Pathways to Change, on April 25 at the Cahaba Grand Conference Center. Forty-four exhibitors will participate with more than one hundred attendees already registered. Topics include *Case Management: The “Wins” of Change, Osteoporosis, Sexual Dysfunction, Hospice, Stroke, Making Life Changes, and Understanding and Changing Angry Patient Behavior*. Booth CEU's will be available to supplement the 7 CEU's awarded with conference attendance. For information on the conference, please e-mail cmsaconf@charter.net.

Hartford, CT

On March 15th The Connecticut CMSA in association with Gaylord Hospital presented a treatment used there *Acupuncture and Practice of Eastern Medicine in the Traditional Clinical Setting* By Dr Mustapha Kemal, MD. Staff Physician at Gaylord Hospital, which is a long-term acute care hospital that specializes in the care and treatment of medically complex patients and rehabilitation.

These patients have experienced acute accidents or illnesses that will probably leave them disabled to some degree. Dr Kemal engaged the audience with the details of acupuncture and even brought along for viewing various acupuncture needles used throughout the ages.

On April 11th 2007 the same Chapter in association with Reckitt Benckiser presented *Opioid Dependence Highlighting Buprenorphine Treatment* by Kathleen Thompson-Gargano RN, AND,CNIII of the Yale Buprenorphine and Addiction Research Center. The drug Suboxone (Buprenorphine) was discussed and a listing of the providers who are authorized to prescribe it was distributed.

Their next educational program will be on Wednesday May 9th 6pm at the Yankee Silversmith Titled *Medtronic INFUSE Bone Graft + LT-CAGE Lumbar Tapered Fusion Device*.

Washington, DC

WMCMA Chapter Goes Paperless! The Washington Medical Case Management Association (WMCMA) is the local CMSA chapter in western Washington State. The chapter has an active membership that meets monthly for educational lunch programs. On average, 60-80 people attend these lunch programs. Clock hours for CCM certification are offered for each program and are just one of the draws to the meetings. Traditionally, WMCMA would hand out program evaluations at the end of each meeting for attendees to complete for the CEUs, and attendees were then handed a CEU certificate. A volunteer would then tally the responses to the program evaluations by hand and share them with the guest speaker and Programs committee.

Last year, WMCMA piloted a paperless process of completing evaluations and CEUs online in an effort to reduce paper and increase efficiency and ease of reporting. WMCMA sent all attendees an online program evaluation via e-mail at the end of the day the program was held. Attendees had one week to complete the online program evaluation. The last question of the evaluation asked members if they wanted a CCM certificate

for clock hours, and if so, confirmed the e-mail address the attendee wanted the certificate sent to. After the close of the survey, all attendees who requested a certificate were e-mailed an attachment of the CCM certificate.

A few things were required to make this a success—educating the attendees of this new process, finding a free AND reliable online survey service, having a volunteer willing to setup and maintain the online survey service and CEUs, and accurate email addresses of members. A few challenges that came up were e-mail addresses that filtered out the surveys as spam/junk mail, and inaccurate or missing e-mail addresses. This has been resolved by confirming email addresses during check-in at the event and letting attendees know that if they don't receive the survey by the end of the day, it may be a filter issue and they are provided with a contact person to call or e-mail. WMCMA did not have an issue with members not having e-mail, but if that came up, a paper copy could then be provided.

This process proved to be a success and WMCMA has been using this paperless method for about a year now. It has reduced paper, automated the reporting of program results, and encouraged case managers' use of technology in their professional lives. The chapter has expanded the use of the paperless surveys even further by using the survey service for members to vote during the Board elections, as well as to survey membership on questions that might be otherwise difficult to get consensus on such as changing the venue of our meetings or topics they'd like to see presented at future meetings. From managing a case to participating in a professional organization, case managers should understand and take advantage of the technology available to them to stay connected in this ever changing health care system that we work in.

Orlando, FL

The February meeting for the Central Florida CMSA chapter started with a luncheon sponsored by Centocor. The board members were introduced and updates given by the membership chair and program chair. Megan Jones, PharmD on Remicade presented a very interesting and informative CEU presentation. There were 74 members and guests present. March 22nd will be the chapter's next CEU presentation on Advances in the Treatment of Chronic Neuropathic Pain.

Fort Wayne, IN

The Fort Wayne Chapter is hosting a seminar titled *Solving the Mental Health Puzzle* being held at The Landmark Conference & Reception Centre on Ellison Road on May 17 8:00-4:30pm. 7 CEUs will be available. The morning will consist of a presentation on depression by a therapist, followed by a presentation on Vagus Nerve Stimulation by a psychiatrist, and then a presentation on integrating components of mental health care. The afternoon will bring the keynote speaker, Dr. Gregory T. Hale PH.D, from Indianapolis. He will speak on psychological testing and diagnosis, and treatment recommendations. For further information call Mary Ann Schaefer 260-691-3226.

Massachusetts

Greetings from New England at the Building Strategies Conference in March, CMSNE launched their campaign to increase awareness of Case Management within the New England HealthCare and Consumer Community. The CMSNE Case Management PR packet will provide materials to share with family, co-workers and community to educate them about the assistance that Case Management can provide to many types of healthcare consumers in various settings. Packets were provided to all attendees and are being sent to members on request

The CMSNE Heart Health Initiative also premiered at the March conference and will be promoted with educational tools and flyers at chapter meetings and our online Blast and Newsletter. This is a year long initiative, with special programming, and its own web link http://www.cmsne.org/social_initiative.htm the chapter will be collecting donations for AHA but also learning skills and finding tools to support the clients and families.

CMSNE will hold their 18th Annual conference, *Practicing Within the Standards - Legal and Ethical Issues in Case Management* on September 27 & 28 in Manchester, NH. Confirmed Keynote Speakers include John Banja speaking on ethics, Attorney Gayle Sullivan speaking on legal issues, Michael Demoratz speaking to cultural disparity in healthcare and Diane Huber from the CCM Commission speaking on ethical dilemmas and the CCM Code of Professional Ethics. The Call for Papers for breakout sessions and poster has now been completed, and proposals for pre and post symposia are now been accepted. The Exhibitor Prospectus will be available mid May. Visit our website for upcoming details. <http://www.cmsne.org/annualconference.htm>

CMSA kicked off its official campaign to get the Nursing Licensure Compact passed in all states. To support this important effort, CMSNE created a webpage with information to prepare and send off letters to key contacts at the Boards of Nursing, NCSBN, and state legislatures. Because the New England chapter covers four states (two of which have already passed NLC legislation), we are focusing efforts on Massachusetts (MA) and Rhode Island (RI). There are bills introduced in the MA and RI Senate, as well as the RI House of Representatives.

Group email lists have been utilized (member and legislative affinity) to announce the campaign kick off, as well as to provide updates as to our chapter's website resources. To support the members, a customized letter template (a link for which was sent with the CMSA kick-off announcement), creating variations for members to cut/paste or download onto their own computer. Our website provides links to both MA and RI legislature pages so people can find out who their current representatives are and how to correspond with them. Key contact information for correspondence (e.g., mailing address, email, fax) is located in one place to simplify active participation in this campaign. For those who may not be able to send off letters or emails the option to sign a petition at the CMSANE chapter meetings. These petitions are addressed to the bill sponsors and a copy will be sent to every legislator in both MA and RI legislatures. The CMSNE NLC Action page is available at <http://www.cmsne.org/NCLAction.htm>.

The chapter has begun outreach to other healthcare professional organizations in our region to educate and inform them of this legislation with the hope that others will jump on board and help the effort. In May, Teri Treiger is presenting the topic of multistate nursing licensure to the Southern New England chapter of the American Association of Legal Nurse Consultants. Peter Moran is on the Board of the Massachusetts Association of Registered Nurses (MARN) and actively seeking their support. Correspondence sent to the Executive Director of the MA Board of Registration in Nursing was copied to the MARN Executive Director who responded the matter has been referred to their Health Policy committee for further discussion and recommendation to their Board.

The New England chapter is excited to offer these options to our members. Though it will take more time and effort but we remain hopeful for the eventual passage of the NLC in both MA and RI.

Springfield, MO

The CMSA of Springfield and the Greater Ozarks held its board meeting this month and began planning for the chapter's 10th Anniversary celebration. An annual meeting will be held at the end of the year with a banquet where new officers will be elected. In celebration of the 10th Anniversary, the chapter is planning to make the banquet/annual meeting very special with something to commemorate this special time for each member. The planning of the annual seminar is in the beginning stages.

Ashville, NC

Western North Carolina Chapter of CMSA held a successful dinner meeting on Thursday March 22 at Broadmoor Golf Club in Asheville, NC. The underwriter for the meeting was Compuware (formerly ProviderLink.) The topic was documentation management with impetus toward paperless workflow to improve

balance between utilization management and communications with private insurers. As always there was emphasis on applications to the Case Management area.

Pinehurst, NC

CMSA Sandhills Extension of Greensboro/Pinehurst chapter first meeting was a success. The Chapter would like to extend a sincere thanks to all those who were able to attend. Everyone enjoyed networking opportunities, a wonderful educational presentation, delicious food, and some fun door prizes!

The chapter is looking forward to our next meeting, Tuesday evening, June 5th. The location and educational topic are pending.

Omaha, NE

It was a great day in Grand Island for the Spring Fling on April 12! Maybe it didn't really feel like spring, just a tad bit cold, but it was an excellent workshop! There were 40 people in attendance with 9 companies represented. All that were in attendance were greatly appreciated!

Dr. Dean Wampler, an excellent occupational medicine specialist from CompChoice of Omaha and Council Bluffs, started the day by covering a variety of topics including *Changes in DOT Medical Regulations*, *Deciphering Work Restrictions*, and of most interest because participants could relate on a personal level, *The Aging Workforce*. Dr. Wampler provided important insight for case managers for shoulder, knee and back injuries in which pre-existing conditions may contribute to ongoing complaints. The continental breakfast was provided by Physical Therapy Professionals of Kearney. Dr. Christopher Kent, a skilled spinal surgeon from Neurological and Spinal Surgery in Lincoln and Hastings gave an excellent presentation on *Spinal Issues* complete with slides of MRIs, CT scans, and myelograms. He discussed indications for conservative care vs. emergent surgery and reminded case managers of the symptoms that require immediate surgical intervention.

Lunch and the afternoon speaker were provided by Madonna Rehabilitation Hospital in Lincoln, Nebraska. Susan Fager, a dynamic speech pathologist, gave an enlightening presentation on the use of video technology for speech therapy in remote locations of Nebraska and other states, and research on the *Safe Laser Access System* for patients with brain stem injuries and intact cortical function. Ms. Fager's presentation included movies of actual patient applications for these exciting technologies.

Nebraska CMSA appreciates all of the sponsors of the 2007 Spring Fling!

The next business meeting will be held May 10th at 9 AM in Ashland, Nebraska. Check the web site (www.nebraskacmsa.org) for directions. The next educational event will be a Lunch and Learn held June 14 sponsored by and to be held at Nebraska Orthopedic Hospital in Omaha, Nebraska. This will be followed by the Fall Forum conference on September 28th, also in Omaha, Nebraska. Details on these upcoming events will be posted on the web site when they are available.

Woodbridge, NJ

The New Jersey Case Management Society had a wonderful response to the March program on the *Rising Incidence and Prevalence of Kidney Failure* as presented by Debra Castner, RN MSN APN-c CNN. Ms. Castner received consistently high remarks in program presentation and the amount of information shared and

new facts learned by the attendees. The Chapter was delighted to have the American Heart Association as a invited guest.

In addition, 7 new members signed up at the event. On April 18th the chapter's own Board Member and Past President Sue Binder, RN CCM PAHM, Director, Disease Management – Horizon Blue Cross/ Blue Shield of NJ. The topic is entitled, *Integrating A Depression Education Program in Disease Management* for 1.5 CEU's. 10 exhibitors have signed up to help sponsor the event. This month the chapter has invited 2 community associations to the program as our invited guests with a free booth. They are The NJ chapter of the Alzheimer's Association and NJ Mental Health Care. As the chapter continues to focus on stress reduction for case managers, the focus this month is *Take Time to Smell the Roses*. As such, the chapter will raffle off door prizes associated with gardening.

New York, NY

A mailing to the membership is being prepared to obtain updated email and telephone contact data, since most member communications are sent via email, with telephone outreach as necessary. Many members' list work contact data when they register with CMSA. So, when they change jobs, their contact data is no longer valid. The mailing will include a survey to solicit feedback on the best days of the week and times for future conferences, as well as suggested topics for future meetings.

Hudson Valley, NY

The April dinner event last week was a huge success! The Hudson Valley- chapter of CMSA would like to say thank-you to all who were able to attend! Held at the chapters favorite and familiar spot, Sam's of Gedney Way in White Plains and sponsored by Hanger Prosthetics and Orthotics, we presented, *An Introduction to Prosthetics and Orthotics for the Case Manager*. Due to a fabulous and prompt response, the number of attendees is limited but those in attendance were fortunate to meet and hear Cameron Clapp share his truly inspirational story. Keep watching your e-mail for information regarding the next meeting in May!

Long Island, NY

February was an important month for the Long Island Chapter. The annual board of directors' elections were held and the new board was announced at the meeting. It is the intention of the current board to increase the member's participation in the activities of the chapter through active participation in committee work. Descriptions of the committee functions are being formulated and volunteer lists are being compiled. There was a large turnout on a very cold winter evening to hear speaker and current national Case Manager of the Year, Peggy Leonard, RN gave a dynamic talk on the *Potential Power and Political Impact of Case Managers*. A lively discussion followed. The next general chapter meeting will be held on April 4 with a presentation by Margie Chu, RN on Long Term Insurance Coverage. If any CMSA member is in the area for the meeting you are welcome to attend. See the website www.CMSALI.com for details and directions.

Las Vegas, Nevada

CMA-LV was honored to welcome Peggy Leonard to Las Vegas as she presented CMAG to a capacity crowd at the St. Rose Sienna campus on March 10th. Additionally, the chapter's Program Committee is diligently working to prepare for the March 20th educational forum on *Innovations in Diabetes Management*. This event will be sponsored by Sanofi-Aventis and Dr. Kannan, a local endocrinologist will be the speaker. The chapter membership committee has also been busy building the email distribution list for 2007 which has nearly 100 names and addresses to date. However, the most exciting news for the CMA-LV chapter is the tremendous growth the chapter has experienced in membership. The February chapter report showed 72 full fledged members!! One of the greatest contributing factors to the chapters growth is the acknowledgement by the Senior Leadership of the HCA-St. Rose system in Las Vegas, that has opted to pay for all of their CM staff to join CMA-LV, CMA-LV acknowledges and thanks HCA colleagues for their innovation and support.

Knoxville, TN

The TN Valley Chapter of CMSA held its annual all day conference on March 13th at the Airport Hilton in Knoxville. There were over 100 local case managers in attendance. The vendor area was at full capacity with 45 companies attending to provide attendees with information on their services. The theme this year was *The Magic of Case Management*. The keynote speaker was - Louis Feuer, MA, MSW, president of Dynamic Seminars & Consulting, educating attendees on building teams across the health care spectrum, how to be a successful negotiator and the future roles of case management. Also speaking this year was Terry M. Foster, RN, MSN, CCNS, CCRN, CEN, a Clinical Nurse Specialist at Saint Elizabeth Medical Center in Edgewood, KY. He delighted the attendees with humorous true stories from his emergency room experiences that everyone in the audience could relate to. He also spoke about compassion fatigue and dealing successfully with drug seeking patients. Lunch was enjoyed by all with magician Michael Messing presenting entertainment.

Richmond, VA

The Virginia Chapter of the Case Management Society of America has focused their initiatives this past year on the growth of membership, member participation and education regarding issues of interest for case managers in Virginia. Education Series - Members have had the opportunity to interact with several outstanding speakers in the education series during fall 2006: September - *Bridging Case Management & Primary Gaps in a Military Setting* - Members had the opportunity to hear Glenda Lewis-Fleming, MSW, ACSW, FAHM & Derenda Farmer Lovelace, RN, C, BSN present their seminar that was highlighted at the National CMSA meeting. October - *Cultural Diversity and Ethics* - Carol Stolte Upman, CCM Commissioner, assisted the Virginia Chapter in celebrating Case Management with her presentation on cultural diversity and ethics. November - *Expectations for Clinical Outcomes for Orthopedic Injuries: A Physical Therapist's Perspective* - Tom Bohanon, MT, OCS, gave great pointers for on how case managers can facilitate their working relationship with physical therapists. Reminders regarding meetings are being sent out both electronically and via post cards for all events and educational seminars to promote ongoing participation.

Montpelier, VT

The Green Mountain Chapter will be holding its annual conference, *The Many Colors of Case Management* on Saturday, October 13th this year. The day-long Conference will be held in the new Davis Auditorium at Fletcher Allen Health Care in Burlington Vermont. To celebrate the beautiful Autumn season in Vermont, the Chapter has planned an evening networking dinner cruise on beautiful Lake Champlain aboard the Spirit of Ethan Allen on the evening of October 12th. This will be a wonderful opportunity to network with conference attendees and exhibitors prior to the conference.

MEMBERSHIP RETENTION

Too often, clubs focus on club recruitment without taking the time to work with new members and getting them acclimated into the group. Now that the Member-get-a-member campaign is coming to a close you can apply some of the following suggestions to help increase membership retention.

- **BE POSITIVE AND SMILE!**
- **PLAN AND COORDINATE EFFECTIVE MEETINGS**
Know what you are doing and build trust by displaying confidence in doing your job.
- **LEARN THE NAMES OF THE MEMBERS, AND USE THEM!**
Not only in meetings, but make friends outside meetings; members are more likely to follow if they have a personal relationship their chapter.
- **GET TO KNOW EACH OTHER**
The more you get to know each other, the more likely the group will work better together. Allow time at the beginning or the end of meetings.
- **CREATE AN ORIENTATION PROGRAM FOR NEW MEMBERS**
Inform new members of the benefits of being a member of CMSA, and how your local chapter functions.
- **SPEND EXTRA TIME WITH NEW MEMBERS.**
Let them know how they can get involved in the chapter. A little attention now will pay off big later!
- **ASK FOR MEMBERS' OPINIONS**
When was the last time someone asked for your personal opinion?
- **PROVIDE REDUCED ADMISSION COSTS (OR FREE ENTRY) TO EVENTS**
If you get a free ticket to an event, you are most likely to bring a friend, thus potentially doubling your attendance!
- **PRAISE YOUR CLUB MEMBERS**
-Create an annual "Club Member of the Year" award, which is presented on an annual basis.

-Include a "kudos" section to your meetings, where club members can thank each other for what they have done to help each other out.
- **LEARN MEMBERS' TALENTS AND PUT THEM TO USE**
What better way to get people involved than to give them a task they are good at!
- **SURPRISE MEMBERS WITH A SPECIAL THANK YOU GIFT**
- **SAY THANK YOU**
These two simple words will get you a long way-use them regularly!

These tips were adapted from the University of Notre Dame student activities office:

<http://www.nd.edu/~sao/studentleadership/officerresources/development/retention.shtml>

Planning Special Events: Blueprint For Success

by Debora Meskauskas www.librarysupport.net/librarylovers/eventips.html

The following steps are offered to help guide your event planning:

1. Develop strategies for success

- Make sure the purpose for the special event is important enough to merit the time and expense needed to properly stage, publicize and evaluate the event.
- Carefully match the type of event that is selected to the purpose that it serves. Do you want to reach out to new users or thank your supporters?
- Select a working committee with broad representation.
- Start planning at least three months, and in many cases, a year ahead of time.
- Develop ways to evaluate the event's success. Measurable event objectives may include attendance, the amount of money raised, the number of library cards issued or increases in circulation.

2. Make a checklist

A checklist provides a step-by-step guide to organizing and executing a special event. See sample checklist on next page.

3. Create a budget

The objective is to provide event planners with a financial blueprint. The budget should be specific, and include revenue opportunities (sponsorship, ticket sales, donations.) as well as expenses printing, permits, insurance, speakers, food, supplies, facility.

4. Consider logistics

Major areas to consider and plan for include: size of space or building used, utility support needed, setup (tables and chairs, tents, portable toilets, parking, signage) coordination, cleanup, emergency plans, transportation, and public services such as police and fire departments.

5. Plan publicity

Promoting a special event takes creative thinking balanced with practicality. The primary objective is to publicize the event, but secondary objectives should be considered.

- Are you trying to inform, educate or entertain?
- Increase awareness or attendance of the event?
- Build a base support from a specific audience?
- Facilitate good community relations?

Brainstorm all the available media. Make a detailed list with names of whom to contact and when.

6. Evaluate the event

Take time to evaluate right after the event while the details are fresh. You may want to consider having a questionnaire for participants to fill out. Some general evaluative criteria include:

- Did the event fulfill its goals and objectives? Why or why not?
- Identify what worked and what needs fine-tuning. Which vendors should be used again?
- What items were missing on the checklist?
- Was the event well attended?
- Was informal and formal feedback about the event positive?
- Given all that went into staging, was it worth doing?

Finally, it is important to remember to celebrate your successes and to thank all those who contributed.

