



## 2015 Board of Directors

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**Past President** Mark Goldstein  
**Secretary** Hilda Vivio  
**Treasurer** Kim Johnson  
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**Director** Barbara Davis

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## 2015 MENA Meetings

- ✓ May 5
- ✓ Sept 18
- ✓ Nov 13

MENA Website  
[www.michiganena.org](http://www.michiganena.org)

## President's Message

*Chris Baker, RN, MSN, CEN*

It has been an exciting couple of months. An opportunity for rejuvenation for us as board members occurred at the State and Chapter Leader meeting in Vegas this February. There are several things that I would like to share:

At the Board meeting Matt Powers our National ENA President, reviewed the National 2015 Strategic Plan which was then approved by the board. The board reviewed a healthy National budget and an announcement was made that the National office will be moving soon to a new location.

Nominations and Elections committees reviewed the upcoming nominations – so stay tuned for names and bios from National ENA so you can make an informed decision. Government Affairs reviewed that there have been several successes that ENA has supported: Poison Control Act on the federal level, EMS and Emergency Care for Children to help standardize care provided, which also was supported by EMS to help promote child care safety. There is information on the National ENA site for the standardization of pediatric emergency care. The Mental Health Act is also supported by National ENA and it was reported that 8 states have benefited from the increase in mental health clinics.

ENA is also helping to support Trauma Care and Burn Care in which they announced an affiliation with the Society of Trauma Nurses. ENA has also partnered with the CDC to provide new interactive training modules for health care workers on Ebola preparedness. An injury prevention Toolkit has also been added to National ENA website for member use.

A concern was voiced by National Board Member in regards to member growth. It was shared that ENA has “heard the voice of members” and this Fall at the National Conference there will be several different educational tracks - more to come. They also announced that there would be some interactive opportunities. Another change for the delegate days will be 3 half days instead of 2 full days. There will be an educational opportunity provided on the afternoon of each day.

As representatives of the MENA Board we attended as many of the offerings we could to gather information to bring home. Kim Johnson, MENA Treasurer, and I also attended a private session with a tax specialist. Sheri Jacob reviewed the Art of Membership. We received a book that she wrote and if anyone is interested in reading it, please let me know. It is being shared among the Board members at this time and it will then be available to members.

I chose to go the Membership Best Practice break out session. It was shared that there is a shift in membership that is now being appreciated at the National level. They are anticipating a large number of nurses known to leave the association due to retirement. Based on current membership, they are projecting a loss of 20%. Within the session, generational strategies were shared. Building of membership and recruitment strategies was also talked about and the audience shared ideas and frustrations. A Branding Center on the national website for use by members to help with recruitment was also announced. Letterhead and logo information as well as letters to new and renewing members are available on the site.

Last but not least, it was shared that membership will be increasing to \$115.00 per year to capture some of the monies spent by National ENA. Remember, MENA provides membership at a discounted rate. So Michigan members need to visit the MENA website to take advantages of the discount we offer.



Leadership 2015 - Vegas

## What kind of member are You?

Hilda Vivo, RN, CEN

This February, I attended the ENA Leadership Conference in Las Vegas for ENA. One of the hot topics is membership numbers, and the fact that they are dropping. As an organization we need to identify why that is happening, and work to fix it. Step one is to identify what kind of members we have: which one are you?

1. Information seeker-looking for info
2. Lifelong learners- come to events to learn
3. Advocacy / mission members- support causes
4. Leaders/ rising stars- want to be involved and contribute
5. Social members- want fun!
6. Transactional members- part time workers

Step two is to make a plan to offer what people want. Do we spend our money on our members? Do we offer something they can't get anywhere else? Do we have easy access to info and websites? Do we have an open door policy to listen, teach, mentor, reward and acknowledge our members? It's mind boggling to get started. A few suggestions from National ENA include:

1. Increase engagement- eliminate early bird pricing for conferences, etc. Instead, increase prices weekly or add benefits for early birds.
2. Go where the members are going: look to social media to connect with members
3. Recruit with a VIP program: who should be a member but isn't? Hand out cards with the focus on "you" will be connected with great people and great ideas.
4. ID value of membership- easy access to trusted sources (ENA), learn new skills, JEN and Connection for members; what does our conference offer that members can't get anywhere else?

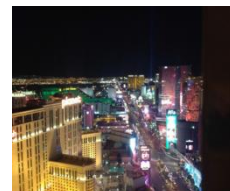
As ENA matures and its members mature, it is important to stay current with what members need and want from us. Our organization is only as strong as its members.

[This Month's Free CEUs for members @ ENA.org](#)

Non-accidental trauma in children

Fun with ultrasound

Ebola Virus Disease Identification



# Government Affairs

Barb Davis, RN, BSN, CEN



## Leadership 2014

I can only give some impressions about Leadership this year, as there was a lot of information!

We heard Sheri Jacobs, President & CEO, Avenue M Group, on the “Art of Membership,” which is also the title of a book that was published in January 2014. She told us to define our audience in segments, 1) Information seekers, 2) Lifelong learners, 3) Advocacy/mission members, 4) Leaders & “Rising Stars,” 5) Social members, and 6) Transitional members. If we understand this as leaders in our chapters, then we can understand the members better and set our expectations of them more realistically, I believe.

What impacts the value of memberships? How do we recruit new members to our organization? These were questions we were given to consider.

From that session, I attended a session on association governance. The leaders, Mark Engle and Anne Cordes, both from the Association Management Center, told us that we need to educate our membership regarding Bylaws and their authority. The Board of the State Association is where the “bill stops.” The role of the Board is to 1) set organizational direction, 2) ensure there are necessary resources, 3) provide oversight, and 4) grow new leaders. The role of the Board applies to local chapters as well, but they have the state board to “kick” things up to if they need assistance. Of course, the state ENA Board of Directors oversees the Chapter Boards and their activities.

The Candidates Election Forum was next. Voting is from May 12th to June 10th. National ENA will provide information about the candidates in their publications and online, but you can talk to those of us who were at Leadership if you have questions.

Advocacy was on my list also and probably my main focus since I wanted some advice about how we could get the Violence Against Healthcare Workers Bill re-introduced in Michigan. It was suggested to give the chairmen of the committee handling the bill a draft of what we want. We also need to create a coalition of other organizations and people affected by the bill. Data collection about violence in the Emergency Department would also help the cause. And we need a sponsor!

There were networking sessions, which are always valuable, and it was good to see a few familiar faces.

# Poison Ivy

Brandi Uren, RN, BSN, CEN



## How to avoid the itch of Poison Ivy this summer

The itchy skin reaction caused by Poison Ivy Oak & Sumac is called contact dermatitis. Contact Dermatitis is caused by coming into contact with the sticky oil called urushiol.

- You may develop a rash from touching or brushing up against any part of the Poison Ivy plant, including the leaves, stems, flowers, berries, and roots, even if the plant is dead.
- Important to remember you can also become in contact with the oil by touching contaminated clothing, sporting gear, gardening tools or pet fur that has the oil on them. Urushiol oil can stick to tools, clothing etc. for weeks or even longer.

## Tips to prevent Dermatitis

- Cover all of your skin while working in your yard. It may be warm but a long shirt and pants may save you a lot of heartache later.
- After you are done working in the yard remove all your clothing. Clothing should be placed directly in the washer and not sit in a laundry basket to help prevent recontamination by touching the clothing items again.
- Take a shower and clean your skin with soap & water thoroughly.
- Wash under your nails with a brush. If you can't locate a nail brush use an old toothbrush.

## Symptoms

- A rash may not appear for 1 week after becoming infected.
- Rash may last 10 days to 3 weeks, severe cases may last longer.
- Rash will appear red and itch. You may then have small bumps and blisters that may leak fluid depending on severity.
- Rash can appear over several days in different areas depending on the thickness of the skin in that area. It cannot "spread" after exposure.
- If you have severe reactions to the urushiol oil like trouble breathing, swelling to your face, mouth, neck or genitals seek medical attention right away.

## Treatment

- Apply a wet cloth or soak the area the affected area in cool water.
- Use Calamine Lotion or topical medications to help relieve the itching. Zanafel is quite expensive, approximately \$30 per tube, but clinical studies suggest that it is effective at reducing symptoms as well as the length of the irritation.
- Avoid scratching the area to help reduce the possibility of infection.
- If you believe that you have developed an infection or are uncomfortable with the progress of your rash seek medical attention. Primary care doctors see this type of rash often in their offices.

## References

Blahd, W. H. (2014, March 12). Poison Ivy, Oak or Sumac Retrieved from <http://www.webmd.com/skin-problems-and-treatments/psoriasis-treatment-15/home-care/overview>

# The Journey and Passion of our Association – Let's Never Forget!

Mark Goldstein, RN, MSN, EMT-P I/C



The Emergency Nurses Association (ENA) was co-founded with Judy Kelleher and Anita Dorr in 1970. In 1970 Anita Dorr founded the Emergency Room Nurses Association on the east coast; where as Judith Kelleher founded the Emergency Department Nurses Association (EDNA) on the west coast. In 1971 both of these nursing pioneers met in New York to combine both organizations and our professional organization was actually created and called the national Emergency Department Nurses Association. Over a decade later the name changed to ENA. In 2013, our visionary leader, Judith Kelleher who was 89 passed away peacefully at her home in Stockton, California where she was comforted by her family and members of ENA.

Judy had a great journey on becoming a pioneer in our profession. She was a Naval Nurse Corps Cadet in World War II. She received her Bachelor of Arts Degree from California State University, earned her Master of Science in Nursing from Long Beach State University and even pursued a Public Health Nursing from California State in Long Beach. Growth and development was Judith's passion and expanding the scope of nursing was her calling. She identified a need for specialized nursing care, specifically emergency nursing care.

While working in numerous hospitals, Judy believed the patients care can be enhanced by knowledge and dedication by her colleagues. She was the first President of EDNA (1973-1974) and was very active even in her years of retirement. She made numerous appearances at the ENA Conferences. We truly miss, but never forget Judith Kelleher's legacy of emergency nursing.



*Our journey continues.....*

Please submit articles to Hilda Vivo  
MENA Secretary @ [hvivo@charter.net](mailto:hvivo@charter.net)  
We are looking for clinical, articles, case  
reviews, chapter updates and practice updates





# What Will Going Back to School Do For Me and How Can I Obtain Financial Support?

Mark Goldstein, RN, MSN, EMT-P I/C



Many of us have been challenged and have the desire to pursue higher education in nursing despite challenging financial times and hardships. As a baccalaureate and graduate prepared registered nurse, I am challenged every day to seek improvement and more knowledge in nursing and related healthcare disciplines in order to better serve our patients and communities.

Many of us hold stretcherside (clinical), administrative, educator, or leadership roles within hospitals and interface with various healthcare disciplines. My educational pathway has been an addictive and almost an obsessive behavior. I have not stopped attending various professional courses and classes for almost twenty-five years. I seek these educational opportunities to not only validate myself as a healthcare provider but to become a more respected individual.

Many years ago, my medical director and I been working on numerous projects and one day asked me, "Why are you in graduate school"? My answer to him was simple, "to seek more knowledge in nursing and improve my ability to lead and heal". His second question was, "Why aren't you attending the traditional nurse practitioner (NP)"? I replied "I want to complete my degree in the Master of Science in Nursing (MSN) - nursing leadership and management program" and mentioned "This will enable me to inspire and lead people in our environment and I believe this route will have the greatest impact where I can make a difference". The medical director was taken back and thought for a moment....."That is a great idea"!

The emergency nursing team that I was on ten years ago was wonderful! My colleagues around me either completed their graduate studies in nursing or just finishing up graduate school. Honestly, I have to say it was my own motivation and desire to seek more knowledge and leadership. Attending educational opportunities energize me and promote growth and development of new ideas and tools to utilize. Hence, I completed my graduate degree in nursing (MSN).

I have always loved working at the patient's bedside (stretcherside) and recently went back to the stretcherside after being an emergency care administrator for over twelve years (e.g. Coordinator/Manager/Director roles). Many thought after so long, "how can you do this?" Providing high quality healthcare as an Emergency Department Nurse is natural. I believe we all should to be clinically competent, supportive to our team and compassionate to our patients. Whether it is starting a difficult IV or interpreting a budget sheet, we need to be innovative and integrative. This process of education and employment is a journey, not a destination.

So where am I going with this? The ENA Foundation provides academic scholarships for continuing education for nurses. Over 20 years and \$2.5 million dollars have supported ENA's mission. Many of us have provided generous support to the ENA Foundation and there are over 40 scholarships available. Also, many of us from Michigan ENA State Council have benefited from the ENA Foundation.

**Academic scholarships** are available in four categories: Non-RN, Undergraduate, Graduate/Masters, & Doctoral. **Professional Development Scholarships** are education scholarships meet member needs for short-term, focused education. Frequently the nurse applicants do not receive funds from their hospitals to support their participation in ENA educational programs. The **ENA Staff-Sponsored Annual Conference Scholarships** are intended to ease conference cost and travel expenses for ENA members who would otherwise be unable to attend.

Going back to school can provide wonderful opportunities as it did for me! Having the assistance and support of the ENA Foundation is just another GREAT member benefit. So give it a try!

Please check them out at: <http://www.ena.org/foundation/grants/Pages/Scholarships>

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader".*  
[JOHN QUINCY ADAMS](#)

## Save the Dates

# 2015 MENA Meetings

- ✓ **May 5**
- ✓ **Sept 18**
- ✓ **Nov 13**



Left to Right: Barbara Davis, Government Chair– Hilda Vivio, Secretary, Kimberly Johnson, Treasurer– Chris Baker, President

### Spring MENA Conference

\* Tuesday May 5th

1PM– State Council Meeting “All Welcome!”

4:30 PM– Vender Hall Opens

6:30 PM– Awards Presentation

7 PM– Terry Foster– The Bizarre and Spectacular– Unique Cases in Emergency Care

\* Wednesday May 6th-

Spring Conference 8 AM - 5 PM

## CHAPTER INFO

Huron Valley #145 President : Sheri Belanger, [crawford1922@aol.com](mailto:crawford1922@aol.com) (734)-320-4289

Next meeting: April 21 U of M, 6-8PM

S.W. Michigan #151 President: Deb Wiseman, [debra.wiseman@borgess.com](mailto:debra.wiseman@borgess.com)

West Michigan #153 President : Alison Zeerip, [Zeeripa@mercyhealth.com](mailto:Zeeripa@mercyhealth.com)

Little Traverse Bay #345 President: Dianne Wren, [dwren10044@aol.com](mailto:dwren10044@aol.com)

Western Upper Peninsula # 449 President: Barbara Davis, [Barbara.davis0473@gmail.com](mailto:Barbara.davis0473@gmail.com)  
(906) 396-0473. 2015 meeting dates: May 12, Aug 20, Sept 15, – times to be determined –  
location DCHS