

***National/Regional  
Partnership...  
a Win-Win Situation***

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## National / Regional Partnership...

A Win-Win Situation!

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*Horizons*

37TH ANNUAL COURSE APRIL 30-MAY 5, 2010 ORLANDO, FLORIDA

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### Objectives

- At the conclusion of this presentation, the participants will be able to:
  - > List resources available from National SGNA for Regional Societies
  - > Gain more resources and assistance from National SGNA for Regional Societies
  - > Provide Regional Resources and assistance to National SGNA
  - > List future opportunities for both Regional Societies and National SGNA to benefit from working together

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### Did You Know...

- National SGNA:
  - > Receives 200 calls and emails National gets per day
  - > Has 8,000+ Members
  - > Growth numbers over past 10 years:
    - Membership = 25%
    - Annual Course Education = 16%
    - Product/Publications = 11 new products

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### Did You Know...

- National SGNA Support to Regions = \$215,000
  - \$85,000 = Annual National SGNA support for Regional Societies
    - Staff Support = \$24,000
    - Regional Rebate Processing = \$10,000
    - Communications = \$5,000
    - Leadership Conference = \$41,000 (includes staff support)
    - Board Liaison Support = \$5,000
  - \$2,050 = average annual Regional rebates given to Regions
    - Range = \$255 - \$6,840
    - Approx. \$130,000 in Rebates from National to Regions

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### Did You Know...

- SGNA Regional Societies:
  - > 63 Regions
  - > \$1.5 million = total budgets of all regions
    - This is almost half of SGNA's total budget!
  - > \$24,112 = Regional Societies average budget size
  - > 123 = Regional Societies average membership size
    - Regions range from 17 to 456 members
  - > 10 Regions gave a total of \$10,050 to National SGNA in sponsorship support last year

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### Average Regional Societies Revenue Sources

Revenue Source	Percentage
Meetings	76%
Sponsorship	10%
Rebates	9%
Other	5%

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### Benefitting Each Other

- National SGNA:
  - > Leadership training for Regional Societies
  - > Financial training
  - > Staff Liaison and daily support
  - > BOD Liaison
  - > Regional Society Committee / Coordinators
  - > Regional Rebates
  - > Contact Hours (giving and getting!)
- Regional Societies:
  - > Market research / survey type of information to help National SGNA make decisions
  - > Regional Sponsorship Support
  - > Assistance with Annual Course
  - > Membership recruitment
  - > Educate members
  - > Ensure high quality and reputation for SGNA name

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### Tips: How to Best Take Advantage of National SGNA Resources

- Attend Leadership Conference
- Call HQ – ask questions
- Call / Email Regional Divisional Coordinator
- Online Discussion Forum
- Governance info / training
- Financial info / training
- Networking at Annual Course

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### We Need You!

- Thank you for all you do - YOU are SGNA!
- Getting more expensive on both sides
- Financial support needed
  - > Don't want to raise membership dues
  - > Don't want to cut back amount of Regional Rebates to you
  - > **DO** want to continue offering support:
    - Contact Hours
    - Daily staff support
    - Leadership Conference / Leadership training – too important to cut

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### What to Do?

- Asking Regional Societies to provide annual financial support
- In total, \$45,000 needed
- This will allow us to continue offering quality support, meetings, and trainings to Regional Societies
- Otherwise we may need to make cuts – i.e. Leadership Conference. **HOWEVER** will look to offer training and support information in other ways (online, etc.).

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### Brainstorming...

- Future ideas?

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