Welcome to the SGNA Regional Leadership Session

April 14-16, 2019
Pre-meeting events: April 12-13
Oregon Convention Center
Portland, Oregon
Regional Officer Resource Training

Vickie Crews-Anderson, Sr. Marketing Manager
Sarah Heemstra, Operations Sr. Associate

April 14-16, 2019
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Portland, Oregon
Objectives

- Navigate and review the updated SGNA Regional Officers Webpage
- Learn ways to utilize the Regional Marketing Toolkit to communicate with new and seasoned SGNA members
- Develop your own SGNA membership elevator pitch
Navigating the Regional Officer Resource Webpage
Regional Societies

SGNA's Regional Societies offer local networking and educational opportunities across the nation. All voting members of SGNA are required to become affiliated with a Regional Society. Non-voting members and those residing outside the United States may affiliate with a Regional Society if they wish with an additional fee.

<table>
<thead>
<tr>
<th>Regional Directory</th>
<th>Regional Events</th>
<th>Regional Officers</th>
<th>Find a Regional Member</th>
</tr>
</thead>
</table>

Click here to visit the Regional Officers Resource Page. For helpful tools and documents including:

- Regional rosters (viewable by Regional Society Executive Committee members only)
- Regional President's Memo
- Regional re-chartering information
- SGNA Headquarters resources for Regional Board of Directors and more
Regional Officers Resource Center

LEADERSHIP CONFERENCE RESOURCES

RECHARTERING RESOURCES

REGIONAL OPERATIONS RESOURCES

HOUSE OF DELEGATES RESOURCES

REGIONAL MARKETING RESOURCES
Using the Regional Marketing Tool Kit
The Marketing Journey

- Awareness
- Research
- Decision
- Retention

Conversion
New Member Acquisition – Individual Associations

Marketing channels proven to drive the most new members
(2018 Membership Marketing Benchmark Report)

• Word-of-mouth recommendations (66%)
• Email (65%)
• Direct mail (31%)
• Chapters (26%)
• Local events/meetings (25%)
Tool Kit Components

For membership & events
• Value statements
• Sample emails
• Sample social media copy
• Phone script
Value Statements

• Can be used in any communication channel
• Speak to the benefits of SGNA membership and event attendance
• Based on member feedback around why nursing professionals become members or attend events
Sample Emails

Helpful hints:

• Be mindful of the number of emails you send at once.
• Remember to customize and check links before sending.
• Think about customizing with the recipient’s name, your personal experiences with SGNA and region-specific details to make them seem more personalized.
• They will have the greatest impact as one-on-one communications from you (or other recognizable society member).
Social Media

Helpful hints:

• Focus on the one platform that is the most relevant.
• Post regularly, but only when you have something to say – and be concise!
• Mix self promotion with content of value to your followers.
• Incorporate images and videos whenever possible (free stock art resources: pexels.com and unsplash.com).
• Tag those mentioned in your posts.
• Invite colleagues to follow your society’s account/page.
• Be sure to respond to your messages.
Phone Script

Helpful hints:
• Divide and conquer – it’s less intimidating.
• Customize your script.
• Make calls when you’re most likely to reach your prospective/lapsed member.
• Smile when you’re talking!
Additional Marketing Resources

- Flyer templates
- PowerPoint templates – for your presentation and walk-in/walk-out looping slides
- Web graphics
Group Activity –
Membership Elevator Pitch
Developing an Elevator Pitch – Membership Recruitment Goal

In your own words, include:

• For those unfamiliar with SGNA – provide an introduction to the organization (including Regional Societies)
• Talk about top benefits of membership/what members value most
• Explain why SGNA is different/better than other resources
• Outline next steps/how to get involved
Top Reasons Nurses & Associates Join SGNA – From Member Research

- Access to SGNA informational resources (e.g. journal, newsletters, etc.)
- Increase my self-confidence with respect to my professional abilities
- Access to SGNA regional membership
- Demonstrate passion and commitment to the profession
- Keep up to date on current and future trends/best practices
- Advance my career goals and satisfaction
Write Your Pitch!
In 5 minutes
Share Your Pitch
Regional Leader
Speed Networking
SGNA 46TH ANNUAL COURSE

EXPECTING GREATNESS

Pursuing Excellence

SGNA Communities

Elevating your Regional Society

April 14-16, 2019

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Facilitating more active and regular communication and engagement between SGNA members.
SGNA Communities Statistics

As of April 1, 1679 unique logins
Discussion Forum
- Monthly Newsletters (include action items or questions for people to respond in the forum)
- Meeting follow up

Events
- Educational offerings (RS/other local opportunities)
- Regional Society meetings
- Membership renewal reminders
- Deadlines for registration, submission of forms, and voting

Announcements
- Message from regional president
- Monthly member highlight
- Action Item reminders

File Library
- Meeting minutes
- Financial tracking (transparency)
- Bylaws/policies
- Photos from events
Best Practices

• Purpose and alignment
  – What are your regional society goals and how can SGNA Communities be a tool to further those goals?
  – How would you like for your Regional Society to utilize SGNA Communities? What things need to be in place for your members to utilize it in this way?

• Responsibilities
Things you should know

• Personal
  – Security
  – Notifications – Consolidated Daily Digest

• Community
  – Customize your Community header
  – Community Admin Privileges
  – Announcements only shows 2 at a time
Thank you!
2018 - Certification Vital Statistics

- 3,924 certified nurses.
- 534 nurses sat for the CGRN exam, resulting in a 70.5% pass rate.
- 753 CGRN eligible to recertify, 411 recertification applications received, 55% recertification rate.
2018 - GI-Specific Contact Hour

▲ GI-Specific Application Stats
  ▲ Vendors, SGNA Regional Meetings
    • 129 programs submitted
    • 539 number of hours reviewed
    • 528 GI Specific hours approved

▲ SGNA Approvals
  • 142 programs submitted
  • 185.8 of hours reviewed
  • 158 GI Specific hours approved
    ▲ Annual Course
    ▲ GNJ Articles
    ▲ SGNA Programs
2018 - Initiatives

- Digital Badging for CGRN’s
- New 2018 – 2020 Strategic Plan
- ABCGN Rebranding & Website Redesign launched 12/2018.
Digital Badging for CGRN’s

- Launched February 2018
  - Electronic representation of a stakeholders’ certifications, awards and other continuing education experiences in a format that can be readily shared online.
  - What does a Digital Badge Deliver?
    ▲ Verified skills and expertise
    ▲ Differentiation in the job market
    ▲ Convenience (online delivery/outreach)
1. Enhance the visibility and recognition of the value of the CGRN certification.
   - Brand Awareness Campaign - starting with website redesign.

2. Ensure ongoing relevance of the CGRN exam content and format.
   - Benchmarking with 25 other nursing certification programs.

3. Ensure certification requirements maintain and enhance the value of the CGRN certification.
   - Additional survey questions to maintain exam relevance with current practices.
Mission

- The American Board of Certification for Gastroenterology Nurses provides a certification and recertification program for gastroenterology and gastroenterology endoscopy registered nurses that promotes their knowledge, skills and competencies in order to ensure quality patient care and outcomes.

Vision

- To lead and promote professional excellence in the practice of gastroenterology nursing.
New Logos

AMERICAN BOARD OF CERTIFICATION FOR GASTROENTEROLOGY NURSES
Redesigned Website

- Internal landing page.
- Mobile-responsive.
New in 2019 – ABCGN Board of Directors

▲ Proudly welcomes new 2019- 2020 Director Bonnie Streeter.
New in 2019 - Virtual Annual Business Meeting

- Allows a greater number of ABCGN certificants to attend and participate interactive webinar.
- Tuesday, April 9, 2019
  - 62 Registrants
  - 40 unique meeting attendees
  - Web link will be made available on the ABCGN website
  - Running slides of the meeting can be viewed at the ABCGN Booth
New for 2019

- New GI Specific Logo
- Certification, Recertification & GI Specific Marketing Materials
- Newly Designed Certificate
PROMOTE CERTIFICATION!
Promote Certification

▲ Share ABCGN information
  • Share links to ABCGN website – www.abcgan.org
  • Request ABCGN PowerPoint to share at regional meeting.
    ▲ Heather Rich, Executive Director – hrich@smithbucklin.com

▲ Quest for Success Program
  • Implemented in 2015.
  • Opportunity for exam takers to have second opportunity if needed.
  • Applicants who do not pass exam can take test second time for half price.
  • Must apply for consecutive exam, one-time discount only.
  • 210 candidates have taken advantage of this option.
Want to increase attendance at 2019 Regional meetings?

GI-Specific Hours Program Application Fee Structure Chart

<table>
<thead>
<tr>
<th>2018 New Pricing Structure. Effective February 1, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Hours</td>
</tr>
<tr>
<td>---------------</td>
</tr>
<tr>
<td>0 - 3</td>
</tr>
<tr>
<td>3.1 - 6</td>
</tr>
<tr>
<td>6.1 - 8</td>
</tr>
<tr>
<td>8.1 - 12</td>
</tr>
<tr>
<td>More than 12.1</td>
</tr>
</tbody>
</table>

Recurring Program

<table>
<thead>
<tr>
<th>Category 1 (Live)</th>
<th>$75</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category 5 (Recorded)</td>
<td>$100</td>
<td>$1000</td>
</tr>
</tbody>
</table>

https://www.abcgtn.org/Resources/GI-Specific-Hours-Approval
Promote ABCGN Awards

▲ Nominate a friend or colleague:
  ▲ Certified GI Professional of the Year
  ▲ Outstanding Region
  ▲ Excellence in Professionalism

▲ Awards deadline November 30th

▲ Criteria and application forms located on the ABCGN website -
https://www.abcggn.org/Resources/Awards-Scholarships
Promote ABCGN Scholarships

Apply for a Certification or Recertification Scholarship

Certification Scholarship
The ABCGN Certification Scholarship provides financial assistance for the certification exam.

- Fall Exam: Applications due April 1
- Spring Exam: Applications due November 30

Re-certification Scholarship: Due November 30
The ABCGN Re-certification Scholarship provides financial assistance for recertification by contact hours.

https://www.abcgcn.org/Resources/Awards-Scholarships
Thank You!
Questions?

Contact: Heather Rich, Executive Director – hrich@smithbucklin.com
Delivering Excellence in Regional Society Mentorship

Eileen Babb, BSN RN CGRN CFER
SGNA Board of Director

Kimberly Cooper, MSN RN CGRN
Old Dominion SGNA Treasurer/President-Elect

April 14-16, 2019
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Disclosure

The speakers do not have any relevant relationships with commercial interest organizations whose products are related to the program content.

The Society of Gastroenterology Nurses and Associates, Inc. is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s (ANCC) Commission on Accreditation.
Today’s Objective

Review Old Dominion SGNA’s process for developing successful education conferences.
ODSGNA’s Innovative Practices Shared with:

- DelMarVa SGNA (Chesapeake and Delaware SGNA)
- Eastern North Carolina SGNA
- North Texas SGNA
- Northern New Jersey SGNA
Mentoring Testimonial from Northern New Jersey SGNA

AnnMarie Allarey-Quimbo, BSN, RN, CGRN
NNJSGNA Treasurer
ODSGNA Regional Conference Blueprint

**Annual:**
- Back to Basics/ Beyond the Basics Conference Series
- DelMarVa SGNA Annual Conference
- ACG/VGS/ODSGNA Regional Postgraduate Course

**Need Based:**
- Certification Course
- Endoscope Reprocessing Course
- Pulmonary Endoscopy Course
What: ODSGNA’s 1st Educational Offering for 2019
  7.25 contact hours approved by MNA
  7.25 GI-specific hours by ABCGN and CBSPD

When: March 9, 2019 from 0800 – 1645

Who (Target Audience): GI Nurses and Associates

Where: (3) “LIVE” sites
  Charlottesville: University of VA Health System
  Newport News: Riverside Healthcare
  Richmond: Hunter Holmes McGuire VA Medical Center

How: Video Teleconference
Beyond the Basics Conference Synopsis

- Registration fees (online registration):
  - $25 for SGNA Associates/ $50 for Non-SGNA Associates
  - $35 for SGNA Nurses/ $70 for Non-SGNA Nurses
  - $300 for Exhibitor Table
- 204 total registered attendees
- 13 registered vendors
- No facility charge for all 3 sites
- No AV/video teleconferencing charges for all 3 sites
- Speakers spoke from their respective hospitals/Standard $100 speaker fee
- Syllabus link sent to attendees prior to the conference
Beyond the Basics Conference Synopsis (cont.)

- **Conference Planning:**
  - Communication: Doodle Poll / GoToMeeting / Weekly updates via emails
  - Budget per Head: $12.50 (food budget)
  - Designated Lead Planner for each location
  - Designated Facility Liaison for each site in charge of set up, staging meals, and etc.
  - All 3 locations used the same caterer for lunch

- **The Day of the Conference:**
  - Group texting for the planning committee
  - Online format for Q&A, Evals, and speaker comments
Sight
Super User
Starbucks
Set Up
Survey
Site
Speakers
Sponsors
Signage
Sign up
Submission
Syllabus
Secrets to Success
SGNA
Where to Begin?

- Vision
- Event Planning
- Event Management
- Communication is key!

Sight

Super User

“Starbucks”
Sight

- Develop a game plan and stick to it.
- Stay within your budget
- Use the 4W’s and 1 H Approach
- Enforce your timeline!
- Put together a checklist
Formula for Success

STRATEGY + EXECUTION = SUCCESS
Timeline

9-12 months prior to conference
- Initial planning meeting

6-9 months prior to conference
- Planning meeting or conference call
- Speakers confirmed
- Letters sent out to exhibitors

4-6 months prior to conference
- Speaker info due for CE application
- Planning committee bios due for CE application
- Online registration set-up

3 months prior to conference
- Approved brochure mass emailed to database
- Online registration opening date
Timeline - continued

90 days - 2 months prior to conference
- CE application completed & submitted to CE approver org, ABGCN, and CBSPD
- Reminder letters to exhibitors with deadline
- Speaker syllabus material due

2 weeks prior to conference
- Syllabus uploaded to website
- Reminder email to attendees with link to download electronic syllabus

2 weeks after the conference
- Wrap up meeting or conference call
- Send necessary paperwork to CE approver org
- Send evaluation feedback to speakers
Super User

- Communication is key
- Know your Team and delegate
- Event Planner versus Event Manager

![Event Planning diagram](image-url)
5 Event Planning Skills Needed for Success

- Highly Organized
- Personable
- Excellent Communicator
- Creative
- Multi-tasker
Know your Team and Delegate!

2017 - 2018 DelMarVa SGNA Planning Committee
Thank you all for ensuring that we have a successful conference this year!!!

EXECUTIVE TEAM
Debbie Bauswell - Chair (Delaware)
Irene Rader - Co-Chair (Old Dominion)
Dorsey Drummond - Co-Chair (Chesapeake)
Lorrie Brickner/ Kim Cooper - Co-Treasurers (Old Dominion)
Beth Collins - Secretary (Delaware)
Eileen Babb - Information Coordinator (Old Dominion)

PROGRAM SUBCOMMITTEE
Dorsey Drummond - Liaison (Chesapeake)
Donna Dickinson - Old Dominion
Beth Collins - Delaware

ACTIVITIES SUBCOMMITTEE
Charlotte Timberlake - Torseth - Co-Liaison (Old Dominion)
Kim Cooper - Co-Liaison (Old Dominion)
Damien Carter - Chesapeake
Irene Rader - Old Dominion
Peggy Morris - Delaware
Wendi McDonough - Delaware

VENDOR SUBCOMMITTEE
Ellen Bowden - Liaison (Delaware)
Connie Collins - Delaware
Lisa Brown - Old Dominion
Hairong Carrier - Chesapeake
“Starbucks”

**Behind the Scenes Planning**
- Face to Face Meeting
- Conference Calls
- Email Correspondence
- Internet

**Tools**
- Doodle Poll
- GoTo Meeting
THE
SIX RULES
OF EFFECTIVE
MEETINGS

1. Always have a meeting agenda
2. Start and finish on time
3. Divert calls to voicemail
4. Listen to other people
5. Agree actions and responsibilities
6. Send out meeting minutes on the same day
Site Selection

- Location, location, location!!!
- Tap into your area hospitals
- Find a space for your event BEFORE you settle on and publicize the date
Speaker Selection

- Speaker Liaison
- Biographical Data and Conflict of Interest Forms
- Speaker Letter with Expectations – deadline for submitting speaker materials/ syllabus using formatted template
- Are your Speakers **aware** that you are planning to publicize the speaker materials?
- Speakers to match variety of topics
- Topics based on audience needs

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**Super User**

**Starbucks**

**Site**

**Speakers**
Exhibitors

- Vendor Liaison
- Vendor Letter of Invitation
- Grant Application Process
- Vendor Open House
Advertisement

- Send the Message Effectively
  - 5 “W”s and 1 “H”
- Save the Date
- Electronic Brochure
- Mailing Options – snail mail versus email blast
- Access to the most up-to-date SGNA Regional Membership List
- Social Media Presence
- Website
How to Create an Online Presence

Website/Blog + Social Media = Online Presence

Facebook, Google+, Pinterest, LinkedIn, Twitter, Instagram
FACULTY
E. Babb, BSN, RN, CGRN, CFER
Chesapeake Regional Healthcare, Chesapeake, Va
John Boyd, MD
Riverside Internal Medicine, Newport News, Va
K Cooper, MSN, RN, CGRN
Chesapeake Regional Healthcare, Chesapeake, Va
M. Cooleys, CNMA
University of VA Health System, Charlottesville, Va
Andrew Copland, MD
University of VA Health System, Charlottesville, Va
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Bon Secours Saint Mary’s Hospital, Richmond, Va
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Gastrointestinal Specialties, INC, Richmond, Va
Pranod Malik, MD FACG, FASGE, AGAF, CPI
Virginia Gastroenterology Institute, Suffolk, Va
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Gastroenterology and Associates, Chesapeake, Va
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Tilak Shah, MD
McGuire VA Medical Center, Richmond, Va
Vanessa Shari, MD
University of VA Health System, Charlottesville, Va
Dushant Uppal, MD
University of VA Health System, Charlottesville, Va
Bruce Waldholz, MD
National Board of Directors
American Cancer Society Cancer Action Network

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Newport News:
Eileen Babb: Eileenurce123@gmail.com
Richmond:
Donna Dickinson: elickinson4326@verizon.net
Registration questions:
Kim Cooper: Kimcoo1@gmail.com

LOCATIONS:

**BEYOND THE BASICS 2019**
March 9, 2019

New live in 3 locations!
University of VA — Charlottesville
Riverside Regional Medical Center — Newport News
Hunter Holmes McGuire VA — Richmond

**RIVERSIDE**
Riverside Regional Medical Center
300 J Clyde Morris Blvd.
Newport News, VA 23601
Visit the James Branch to the Conference Center

**University of Virginia**
Pinn Hall Conference Center
Room 1000
1340 Jefferson Park Ave.
Charlottesville, VA 22903

GREATNESS
Pursuing Excellence
AGENDA:

0700 – 0745 Registration
0745 – 0800 Welcome
0800 – 0830 Tips for Optimal Polypectomy
0830 – 0900 ESD
0900 – 0930 GI Potpourri
0930 – 1000 Updates in Interventional GI
1000 – 1030 Break/Vendors
1030 – 1045 Navigating SNGA website & Social Media
1045 – 1115 Single Balloon Enteroscopy
1115 – 1145 EUS Topic
1145 – 1215 Pearls of GI Nursing
1215 – 1300 Lunch Break / Vendors
1300 – 1330 Colorectal Cancer Screening: New Guidelines & New Slogan
1330 – 1400 Scope Reprocessing
1400 – 1430 Anesthesia Safety
1430 – 1500 GI Bleed
1500 – 1515 Break / Vendors
1515 – 1545 Gastric Bypass
1545 – 1615 Infection Prevention
1615 – 1630 SNGA Membership & Certification – Raffle Drawing
1630 – 1645 Q&A/ Evaluations/Closing Remarks/ Adjournment

REGISTRATION FEES:

SNGA Members (TECH): $25.00
SNGA Members (NURSE): $35.00
Non- SNGA members (TECH): $50.00
Non- SNGA members (NURSE): $70.00

Register online / snail mail
- Online: preferred method
  www.CIDSIGNA.com
  OR
- Mail completed registration w/payment:
  OLD DOMINION SNGA
  1053 Weather Vane Ct
  Virginia Beach, VA 23464

Make checks payable to: CIDSIGNA
Payment must accompany your registration.
Registration Deadline: February 24, 2019
Cancellation Policy: Cancellations must be received in writing only via
kim scoop1@gmail.com. Cancellations after
February 24, 2019 subject to cancellation fees of $25. No refunds will be made for no-shows.

Name: ___________________________
SNGA Member #: ___________________________
Title: ___________________________
Employer: ___________________________
Work Address: ___________________________
City: __________ State: __________ Zip: __________
Phone: (____) _______ _______ _______
E-Mail address: ___________________________
Please print legibly

Diet restrictions? ___________________________
Registration confirmation will be sent to the email address above.
Registration fees include beverage and snack breaks, lunch, conference packet, downloadable link to electronic syllabus, and contact hours.

TARGET AUDIENCE:
GI/ Endoscopy Nurses and Techs.

OBJECTIVES
The Beyond the Basics Conference will provide an overview of current applications, and new therapies in the field of gastroenterology, thus enabling GI nurses and associates to integrate the latest developments and expert knowledge.

ACCREDITATION STATEMENT
This continuing nursing education activity applied for and approved by the American Nurses Credentialing Center’s Commission on Accreditation.
GI/ Endoscopy Nurses and Techs will earn 7 nursing contact hours for attending the conference. For GI specific contact hour designation has been submitted through the American Board of Certification for Gastroenterology Nurses (ABCIGN). Up to 6 GI specific contact hours are expected.
CFER CEUs will also be available.

ACKNOWLEDGEMENT
The officers and board directors of Old Dominion SNGA would like to extend a huge thank you to UVA, McGuire VA, and Riverside Regional Medical Center for their technological support and a comfortable place to provide training. A special thank you to our vendors for sharing their immense knowledge of GI specific needs & solutions, and their monetary support.
Registration Process

- Work Smarter, not Harder
- Online Payment Processing
- Cancellation Policy Disclosure
- Keep and Track ALL Attendees

Information on one Excel Spreadsheet

REGISTER ONLINE
Reasons to Use Online Registration Forms

- **Ease of Use** - Program experience not required/ portable
- **Yes, it is Secure!** 128-bit SSL encryption for enhanced security.
- **Customizable Reports** – Filter entries, create reports, & build graphs. Export to Excel
- **Website Integration** – Easy copy/paste solutions for integrating form into a web page
- **Affordability** – Cheaper than utilizing desktop software, programmers, and IT
- **Notifications Alerts** – Customizable notification method via email or text, when submissions come
- **No Long Term Contracts**
Integrated Online Payment Processing

- **Stripe** is an online payment API that’s best fit for high-tech business-to-consumer ecommerce companies.

- **PayPal** offers online checkout experiences, invoicing, and in-person payments best fit for ecommerce companies that need easy online payments.

- **Square** offers POS systems, online checkout experiences, and invoicing best fit for brick-and-mortar businesses.
### Cost Comparison

<table>
<thead>
<tr>
<th>Stripe</th>
<th>PayPal</th>
<th>Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>● No hardware options</td>
<td>● Hardware cost: $14.99 to $99.99</td>
<td>● Hardware cost: Free to $999</td>
</tr>
<tr>
<td>● Transaction fees: 2.9% + $0.30</td>
<td>● Transaction fees: 2.7% to 3.5% + $0.15</td>
<td>● Transaction fees: 2.5% + $0.10 to 3.5% + $0.15</td>
</tr>
<tr>
<td>Because the payments API that Stripe offers is so straightforward, Stripe fees will also be just as easy to understand. If you choose to go with their Integrated payments API, then you’ll only have to pay for successful transactions—Stripe charges no monthly fees or setup fees whatsoever. For each payment that your Square API processes, you’ll simply have to pay 2.9% of the transaction value, plus $0.30 per transaction. No additional cost if manually keying in the card information online.</td>
<td>Most payments processed through a PayPal product will cost your business 2.9% of the transaction value, plus $0.30 per transaction. While PayPal Checkout and PayPal Payments Standard will simply carry that default payment processing fee, PayPal Payments Pro will cost you $30 a month along with that same 2.9% + $0.30 transaction fee. If a card reader is needed, then cost of the hardware will range $14.99-$99.99.</td>
<td>Can use a smart phone or iPad. If you process a card payment through a Square Bluetooth reader (which range in price from free to $49), then it will cost your business 2.75% of the transaction value. Be sure to note: Any transaction that you process through any Square point of sale system by keying in the card information, you’ll pay 3.5% + $0.15. ● In-person transactions: 2.5% + $0.10 ● In-app transactions: 2.9% + $0.30 ● Online transactions: 2.9% + $0.30</td>
</tr>
</tbody>
</table>

Square will provide the company with one free card reader.
CE Approver Unit Application

- Know your Audience
- Review ANCC Content
- Integrity Standards
- CE Approver Requirements
- ABCGN Contact Hour Approval
- CBSPD Process
Electronic Syllabus

- Go Green Movement
- Send **secure** electronic copy prior to the conference
- Speakers must understand importance of submitting ppt presentation in timely manner using formatted template
Set-Up

- Spearheaded by Site Liaison
- Dress Rehearsal prior to the Conference
- Have an Emergency Kit
- Back Up Plan
Beyond the Basics Conference Speaker Questions Form:

During each speakers’ presentation, please type any questions you have below. At the end of each talk, randomly selected questions will be chosen to ask the presenter.

* Required

Please type your brief question(s) below: *

Your answer

SUBMIT
Post Conference Evaluation

- Online options
- Set deadline for completion
Old Dominion SGNA Beyond the Basics Conference
March 9, 2019
Conference Brochure
Conference Syllabi
Speaker Questions
Post Conference Evaluation
Conference Related Comments

Congratulations to Old Dominion SGNA for winning the American Board of Certification for Eastcoasternology Nurses’ 2019 Outstanding Certified Region of the Year” Award.

"Leading the next generation beyond best practices for a disease-free gut"
Beyond the Basics Conference Comments:

Any time during the event, feel free to leave any comments about a specific speaker/topic, the venue, or any comments in general. We would love to hear ideas about future topics and speakers!

Image title

"Leading the next generation beyond best practices for a disease-free gut!"
Sweet Stuff

Ideas to make your learning event meaningful and memorable

- Theme
- Opening pizzazz
- Contests
- Planning Committee recognition
- Vendor open house/ Welcome reception/ Closing reception
- Photo booth experience
- Membership drive
Things To Do After A Conference

- Send thank you notes
- Create a conference recap (Lessons Learned)
- Schedule a wrap-up meeting with your team
- Share successes via social media
- Provide eval comments to speakers
- Send required post-conference materials to CE approving organization
“Leading the next generation beyond best practices for a disease-free gut”
Succession Planning for Your Region’s Future Leaders

Cathy Bauer, MSN MBA CGRN CFER

April 14-16, 2019
Pre-meeting events: April 12-13
Oregon Convention Center
Portland, Oregon
Succession Planning: Who’s job is it?

Catherine Bauer RNBS, MSN, MBA, CGRN, CFER
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Disclosure: Relationships with commercial interest organizations whose products are related to the program content include: None
Objectives

• Define Succession Planning
• List the resources available to provide succession planning for your region
• Develop a plan to take back to your region
Succession planning is a process for identifying and developing new leaders who can replace old leaders when they leave, retire or die. Succession planning increases the availability of experienced and capable members that are prepared to assume these roles as they become available.
Succession Planning - A 5 Step Process

- Step 1: Identify critical positions. Critical positions are the focus of succession planning efforts. ...
- Step 2: Identify competencies. ...
- Step 3: Identify succession management strategies. ...
- Step 4: Document and implement succession plans. ...
- Step 5: Evaluate Effectiveness.
What Is Succession Planning? Your Steps to Success

• Be proactive with succession planning. ...
• Keep an open mind. ...
• Make the vision known. ...
• Offer regular feedback to protégés. ...
• Provide training to peak performers. ...
• Do a trial run of your succession plan. ...
• Use your plan to develop a strategy.
Why is it important

- **Succession planning** can be an **important** way to identify regional members who have the current skills--or the potential to develop skills--that can help them move up in the region, or on to other positions on committees. A management **succession plan**, in particular, leaves your **region** prepared to replace board members.
- "**Succession planning** is successfully encouraging talent and helping people grow and develop to effectively ensure regional success." It involves attracting, developing, recruiting and retaining individuals who the region considers valuable.
How does it work

• Succession planning aims to attract the best talent, retain those individuals, and develop them through well-targeted development efforts. Succession planning helps build the bench strength of a region to ensure the long-term health, growth and stability of the region.
Exercise

• Create small groups of 3 or 4
• Write down the 3 “W”s
  – What are your opportunities that you will consider
  – Who will be responsible for initiating these
  – When will it be done, set a time line
Thank you for attending the Regional Leadership Session