

THE POWER OF NURSING

A CAPITAL CAMPAIGN SUPPLEMENT FOR NURSING DIMENSIONS

October 2009 Event to Foster Alumni Leadership

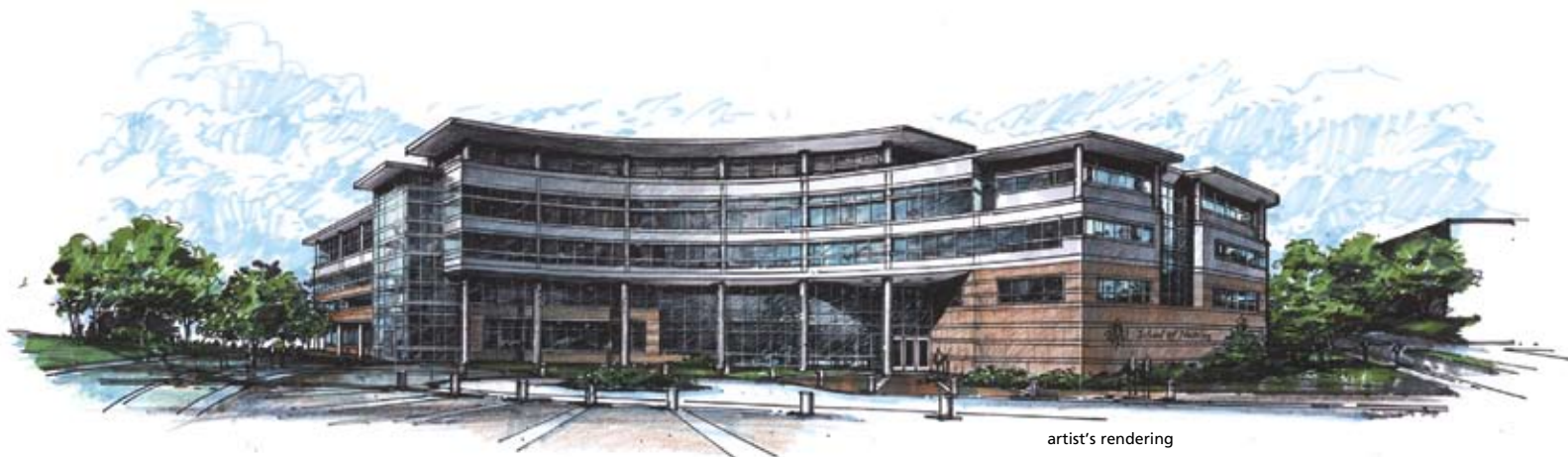
CONTENTS

Celebrate the Power of Nursing—October 1–3, 2009

Procci Credits Career Success to Nursing Perspective

Krugers Consider Gift an Investment

From the Development Director



artist's rendering

University of Wisconsin–Madison nursing alumni from across the country will return to campus on October 1–3, 2009, to connect, collaborate, and commit to ensuring that the School of Nursing is ready to meet twenty-first century health care challenges.

The “Celebrate the Power of Nursing” campaign kickoff weekend will bring together talented alumni, outstanding faculty, and nursing leaders to explore the future of nursing at the UW–Madison.

“The weekend is for alumni, friends, and health care leaders who believe it’s important to invest in the School of Nursing,” says Linda Procci, PhD, chair of the Power of Nursing campaign steering committee and School of Nursing alumna (BS’72, MS’74). “It’s a celebration of everyone’s gift and a chance for those who are committed to the school to gather for one big party.” The school must grow and stay current, she adds. “Today’s buildings are adequate to teach nurses of today. The right building is part of staying current and training nurses for tomorrow.”

“The weekend is for alumni, friends, and health care leaders who believe it’s important to invest in the School of Nursing.”

– Linda Procci

“Celebrate the Power of Nursing” begins with a welcome to its alumni on Thursday evening. The tenth annual Littlefield Leadership Lecture leads Friday’s program. Patricia Flatley Brennan, PhD, RN, FAAN, Lillian Moehlman Bascom Professor of Nursing and chair of the Department of Industrial and Systems Engineering, will present “Leading with Technology,” demonstrating how technology will transform the future of care. Brennan is

The Power of nursing

internationally recognized in the area of consumer health information technology. She is director of Project HealthDesign, a Robert Wood Johnson Foundation-funded initiative to design a health information system that provides patients and consumers with the tools to participate in their own care to live healthier lives.

UW–Madison Chancellor Carolyn “Biddy” Martin joins the discussion as she considers nursing’s role at a great public research university. Participants will also have the chance to meet the architects for the new Nursing Science Center, and Dean Katharyn May will outline the construction timeline and announce campaign progress to date and new leadership gifts.

October 3 brings nursing alumni together for the Power of Nursing Leadership Summit, a day designed to empower nurses, encourage nursing leadership, demonstrate how individuals can make a difference, and provide networking opportunities.

Martha Taylor, vice president of the University of Wisconsin Foundation and co-author of a book on women and philanthropy, will lead a discussion on how the School of Nursing can address health care issues given sufficient resources.

Back to Campus

Participants will have ample time to visit with each other and see campus highlights new and old. October 2 events begin in the Health Sciences Learning Center, which opened in 2004 and provides educational space for nursing, pharmacy, and medical students.

It is connected to the Clinical Sciences Center, which opened in 1979 and houses the UW Hospital and Clinics and School of Nursing. New buildings in the health sciences complex include Rennebohm Hall (pharmacy), American

Family Children’s Hospital, and the Wisconsin Institute for Medical Research.

The evening reception will take place in the Pyle Center’s rooftop garden, with a dinner in the glass-enclosed Alumni Lounge overlooking Lake Mendota and the Memorial Union Terrace.

Saturday’s Leadership Summit convenes at the Fluno Center for Executive Education, which the *Financial Times* of London ranked for five consecutive years as one of the top two worldwide executive education facilities for food and accommodations for custom programs. Planned weekend activities conclude in the charming basement bar of the University Club.

The weekend will celebrate our collective past as we create the school’s future, Procci says. It also will show other interested partners that nurses have made significant commitments of energy and funding to the School of Nursing campaign.

“It does no good to train more physicians or build more operating rooms unless we train more nurses,” Procci says. “Nurses and nurse leaders are vital to health care.”

Make a Gift

To learn more about the campaign and how you can support the Power of Nursing campaign to improve lives, contact:

Coleen Southwell
Director of Development

University of
Wisconsin Foundation
1848 University Avenue
P.O. Box 8860
Madison, WI 53708

(608) 263-6007

coleen.southwell@
uwfoundation.wisc.edu

www.powerofnursing.wisc.edu

Celebrate the Power of Nursing—October 1–3, 2009 University of Wisconsin–Madison

Celebrate the future of nursing as we gather for a weekend of camaraderie and collaboration. Registration materials will be available this summer. You may sign up for one or all portions of the weekend. Guest rooms have been reserved at the Fluno Center for Executive Education (<http://exed.wisc.edu/fluno/>) and the Lowell Center (www.conferencing.uwex.edu).



Health Sciences Learning Center



Wisconsin Alumni Association/Pyle Center



University Club



Fluno Center

Preliminary Schedule Highlights:

THURSDAY, OCTOBER 1

Welcome Gathering

5:30 to 7:30 p.m.—Sky Pub, Fluno Center

FRIDAY, OCTOBER 2

The Future of Nursing Is Here

8:30 a.m. to 3:00 p.m.—Health Sciences Learning Center

Tenth Annual Littlefield Leadership Lecture—Technology-Enhanced Nursing

Technology will drive quality improvements in twenty-first century health care. Dramatic advances in biomedical research, nanotechnology, and health information technology at the University of Wisconsin–Madison will soon provide never-before-imagined treatments and care delivery models.

Open House Sessions

- Experience new technologies in the skills lab.
- Visit with your favorite professors.
- Explore international nursing through photos, essays, and conversations with nursing students who have studied in Uganda, Thailand, and Mexico.

Nursing's Role in a Great Public Research University—Chancellor Carolyn "Biddy" Martin

The UW–Madison is poised to be a model public research university for the twenty-first century. Chancellor Martin will address the importance of the School of Nursing in fulfilling that vision and the university's commitment to the success of the Power of Nursing campaign.

Power of Nursing: A Donor with a World View

Mary Behrens, BS'68, MSN, RN, FNP-C, earned her bachelor's degree in nursing from the UW–Madison. A leader in the American Nurses' Association and a worldwide advocate for nursing, Behrens will discuss how her experi-

ences with the Power of Nursing campaign inspired her philanthropy.

Momentum Is Building

Dean Katharyn May, DNSc, RN, FAAN, will share the School of Nursing's strategic vision for the future and introduce the architects for the Nursing Science Center.

Evening Program

Celebrating the Power of Nursing—An Evening of Sharing and Storytelling

6:00 to 9:00 p.m.—Pyle Center

Reception—Rooftop Garden

Dinner and Program, Alumni Lounge
Poet and author Paula Sergi, BS'75, will host the evening. Alumni and donors will share stories that bring life to the Power of Nursing. Featured storytellers will be Mary "Penny" Enroth, president of the Palmer Foundation, and Peggy Zimdars, BS'73. "Nurses need to voice how important nursing is to quality health care in order to garner the resources needed to move forward," says Zimdars, who is also a member of the campaign steering committee.

SATURDAY, OCTOBER 3

Leadership Summit—Cultivating Our Power as Nurses

8:00 a.m. to 3:00 p.m.—Fluno Center for Executive Education

Keynote: Nurses as Leaders

Joanne Disch, BS'68, PhD, RN, FAAN, director of the Katharine J. Densford International Center for Nursing Leadership at the University of Minnesota, former chair of the national Board of Directors of AARP, and 2008 Wisconsin Alumni Association Distinguished Alumni Award honoree, will provide a national perspective on the importance of nurses taking a leadership role regarding health care issues.

Informal Leadership: Deal or No Deal

Patricia Kaldor, BS'73, president, Felician Village Retirement Community, will lead attendees in an interactive session as they explore different styles of leadership.

Networking Lunch

Enjoy the Fluno Center's award-winning cuisine.

Philanthropy Game

Martha Taylor, vice president of the UW Foundation, will lead a group exercise to envision how the UW–Madison School of Nursing can address the following issues, given sufficient resources:

- Care of the Elderly
- Global Health
- Care of the Economically Disadvantaged
- Health Promotion/Public Health
- Disease Management

Evening Program

"Old School" Wisconsin Get Together

5:30 to 7:00 p.m.—University Club Fireside Lounge

Remember trudging up or traying down Bascom Hill? Playing cards? Reveling in the Rathskeller or attending Sunday evening church suppers? Creating homecoming skits? Share your Badger memories over beer and brats in the University Club's charming basement bar.

Procci Credits Career Success to Nursing Perspective

While Linda Procci, PhD, spent only two years in direct bedside nursing care, the Cedars-Sinai Medical Center executive said that she will always value the broad education that she received at the University of Wisconsin–Madison School of Nursing. Procci, who lives in Pasadena, California, completed her undergraduate (BS'72) and graduate (MS'74) degrees at the UW–Madison. Today, Procci is responsible for Service Line Operations at one of the country's leading medical centers.

Deeply committed to nursing's role in health care, she is chairing the Power of Nursing campaign steering committee. She recently took time to talk with UW Foundation staff about how her nursing background influenced a career in health care administration. She also shared her views on what the new Nursing Science Center can offer to the future of health care.



Linda Procci, PhD

Why did you go to the UW–Madison School of Nursing?

It was always understood [that] I was going to college. In 1968, my mom said, "You have two choices: teaching or nursing." Mom pushed nursing because she had wanted to be a nurse. She also thought it was essential for a woman's independence to always be able to find a job if needed ... very true, even in 2009.

My father had gone to the UW–Madison on the GI Bill and was the first in his family to go to college. I just knew I was going to the UW–Madison.

You knew before you graduated that you were not a floor nurse. How then did you choose graduate school?

In my senior year, Professor Patricia Lasky, now associate dean emerita, started talking to me about the master's program

in pediatric nursing. A master's degree would prepare me for more options, and, in 1972, the government had money available for tuition and some living expenses. Then, like many times thereafter, timing on great opportunities has defined my career.

What difference did that program make?

Incredible people like Mary Lou Byers, Ruth Redmann, and Joy Calkin influenced me in that program. I learned how to think, to interact successfully in a complex environment, to be articulate, to describe processes for change, and to use evidence to create a successful argument for decision making.

When I moved to California [with husband Warren Procci, MD'72], I worked at Los Angeles County–University of Southern California Medical Center, where my master's degree stood out. After two years as a clinical nurse specialist, I became nursing director at the University Affiliated Program at Children's Hospital of Los Angeles, similar to the Waisman Center in Madison.

If I had stayed in Wisconsin, I am not sure I would have been offered the positions I was offered. My UW nursing education propelled me forward.

How did you make the transition to health care administration?

I earned a doctorate in education from the University of Southern California while simultaneously directing almost every function at the Good Samaritan Hospital in Los Angeles at one time or another,

eventually becoming the chief operating officer. Nursing was a connection to the whole hospital because nurses work in every area, from admissions to risk management and payer contracting.

So, your nursing education made a difference?

The School of Nursing gave me a foundation to be successful. Nurses are true generalists in health science, and they are trained to facilitate the entire multidisciplinary team to work together for the best patient outcome.

How did you reconnect with the UW–Madison School of Nursing?

I quite spontaneously became sentimental and made a contribution when I received a request for gifts for the Signe Skott Cooper Historical Suite. I knew someone in development would call. And she did.

Why did you agree to chair the Power of Nursing campaign?

I believe in the vision. And I was asked not just for my financial support, but also for my leadership skills to assist in actualizing the vision. The School of Nursing needs to grow and stay current; part of staying current is the right building with the right faculty to work in it. The building we have today is for training today's nurses, not tomorrow's. This should be a strategic priority for anyone who is concerned about long-term health care solutions.

Kruger's Consider Gift an Investment in Quality Health Care



Sarah Kruger, MS'00, RN

Supporting the new Nursing Science Center is a simple choice for Sarah Kruger, MS'00, RN.

Nursing education is her profession and her passion, and she believes it is vital to the health of the world. "If we don't have enough nurses, we're in trouble," says Kruger, a clinical associate

professor at the University of Wisconsin–Madison School of Nursing. "The nursing model is a wellness model. Nurses are at the forefront of prevention. We need to find more cost-effective ways to take care of our citizens. Nurses are good at that."

Kruger and her spouse, David, established the Sarah and David Kruger Nursing Science Center Fund with a significant gift toward the new building. "We need adequate resources to educate future nurses. We need a dedicated space," says Sarah. "Now, we have very confined space and resources. What we need are the resources to enable the school to prepare them for the complexity of health care and its changing technologies."

Businesses cannot ignore the need, adds David, BBA'75, JD'78, who is president of Fiore Companies. "The future delivery of high-quality, affordable health

care will be directly correlated to the availability of well-educated nurses," he explains. "We need facilities that can prepare nurses if we hope to control health care costs in the future."

The new building will allow the UW–Madison to confront more fully the critical shortage of nursing faculty and the growing shortage of clinical nurses, Dean Katharyn May says. The school has increased undergraduate enrollment by nearly 50 percent over the last six years, yet more than four hundred applicants were turned away in 2008 for lack of space. The health sciences campus cannot accommodate additional enrollment growth. "Recruiting faculty is also becoming more difficult," May says, "due, in part, to the school's physical environment, especially the research

Continued on page S4

From the Development Director

Bob Rashid



Coleen Turnock Southwell, BA'82
Director of Development
UW-Madison School of Nursing

“When we dream alone, it’s just a dream. But when we dream together, it’s the beginning of a new reality.”

– Brazilian Proverb

The sentiment of this proverb sums up, for me, what we hope to accomplish with our “Celebrate the Power of Nursing” campaign kickoff weekend on October 1–3, 2009.

You can help us create a new reality for the School of Nursing by making a commitment to the Power of Nursing campaign. These are tough economic times, but the need for the School of Nursing to grow becomes greater every year.

All donors of \$10,000 or more to the Nursing Science Center fund will be honored at the campaign kickoff celebration dinner in October and permanently recognized with a naming opportunity in the new building. The following chart illustrates various payment options. More than forty alumni and friends have already made a major gift commitment. Will you join them?

Contact Coleen at coleen.southwell@uwfoundation.wisc.edu or (608) 263-6007.

Five-Year Pledge Payment Schedule

Gift Amount	Annual	Quarterly	Monthly
\$100,000	\$20,000	\$5,000	\$1,667
\$50,000	\$10,000	\$2,500	\$834
\$25,000	\$5,000	\$1,250	\$417
\$20,000	\$4,000	\$1,000	\$334
\$10,000	\$2,000	\$500	\$170
\$5,000	\$1,000	\$250	\$84
\$1,000	\$200	\$50	\$17

Ten-Year Pledge Payment Schedule

Gift Amount	Annual	Quarterly	Monthly
\$100,000	\$10,000	\$2,500	\$834
\$50,000	\$5,000	\$1,250	\$417
\$25,000	\$2,500	\$625	\$209
\$20,000	\$2,000	\$500	\$167
\$10,000	\$1,000	\$250	\$84
\$5,000	\$500	\$125	\$42
\$1,000	\$100	\$25	\$9

Stories of Philanthropy

Philanthropy demonstrates a commitment to nursing leadership and education at the UW-Madison School of Nursing. The Global Health Travel Fund for Nursing Students and the Rocky Schmitz Graduate Student Award are two examples that showcase the commitment of School of Nursing faculty and alumni.

The Global Health Travel Fund was developed to make international study more accessible for students in places as far away as Mexico, Uganda, and Thailand. Immersion learning provides the students a firsthand look at environmental, governmental, and cultural influences on health.

The Rocky Schmitz Graduate Student Award honors Rochelle “Rocky” Schmitz, RN, who mentored a generation of nursing students and surgical residents in the 1960s on excellence in cardiovascular care at the State of Wisconsin General Hospital. Her influential leadership and high standards in nursing practice will live on through the graduate student award.

Watch for these stories on the UW-Madison School of Nursing public Web site (www.son.wisc.edu) and the upcoming *NAO Newsletter* (summer issue). If you would like to make a gift to either fund, contact Coleen Southwell at (608) 263-6007 or coleen.southwell@uwfoundation.wisc.edu.

Krugers Consider Gift an Investment Continued from page S3

space, which compares poorly with other research-intensive nursing schools.”

Increasing enrollment will not be enough to address projected nursing shortages, May adds. “What is needed is a fundamental redesign of how nursing care is delivered. We aim to make Wisconsin a national model in providing patient-centered, evidence-based, technology-enhanced nursing. The new Nursing Science Center will allow the school to embrace emerging technologies

“Business people must support these initiatives, or we will live with and pay for negative consequences. The costs for these new facilities cannot be borne only by the nursing profession.”

– David Kruger

that will extend the reach and scope of nursing practice and bring nursing intelligence to bear on a wide variety of health care challenges and opportunities.”

The school is difficult to find, and many people don’t realize that the UW-Madison

has a nursing program, Kruger says.

“We need to have adequate physical space that creates a more stimulating learning environment and an opportunity for students and faculty to interact.”

Kruger believes that nurses’ roles are evolving and that the proportion of nurses in hospital practice continues to shrink. “I think there will be more opportunity and funding for chronic disease management in community settings,” she says. She also expects a more holistic approach as nurses assess people’s barriers to health care and health, as well as a more team-centered model to improve health outcomes.

The new building will reflect nurses’ preparation to assess people—not patients—and where they are in their lives, Kruger says. “We are hopeful the design and floor plan will be flexible, with more breakout spaces and room for team teaching that engages students in various ways.”

The Nursing Science Center, adjacent to the Health Sciences Learning Center and the School of Pharmacy’s Rennebohm Hall, will showcase a dynamic, bright, energetic profession with much to offer, Kruger explains. “Improved facilities and learning spaces will demonstrate that we’re serious and capable of providing a quality education in a quality setting. It’s hard for me to totally envision,” Kruger says. “However, I am certain that a different kind of education will be necessary. I think we’ll look at models of nursing education that are outdated and adapt them to the needs of our citizens.”