

# Chapter Chatter

## Special points of interest:

- Letter from the Prez
- Council of Chapter leaders meeting
- Annual Report 2008

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## Issue

Winter 2009

### Greetings from the President!

Letter from the President....

Many thanks go to my predecessors and mentors, and the previous leaders of the Six Rivers Chapter, as I anxiously take on the realm as your President.. You have entrusted me with the foundation of achievements and it is now our turn to lead Six Rivers to another successful "chapter" into the future. So with that... here we go on this journey together....

Recently, I had the opportunity to go to the Chapter Leaders Meeting where we had Mark Levin, President of the B.A.I., Inc and Executive VP of the Chain Link Manufacturers Institute, present to us information about membership and the struggles to keep members, and to keep these members active and engaged. Which has always been and is an issue for many professional organizations.

One of his points during his talk was "stuff vs. value." By the way, the definition of stuff is "information in some unspecified form"...and the definition of value is "the quality (positive or negative) that renders something desirable or valuable" these definitions come from the Webster's on line dictionary. He spoke on the "stuff" we, as current members, tell potential members. We point out that we have "networking", continuing education, a national meeting and a web site where you can look up "stuff". Verse the "value" of items/things which the potential members wants so that they fill a need that they may have.

We as leaders and members of professional organizations think our stuff is so great, but what we fail to do and need to realize is that we need to determine how membership would be desirable to others and what valuable tools are they going to obtain from membership. Then we can inform them on how CLMA offers the valuable information that they not only need but want. Only then can we share the value membership has.

For example many times a situation arises and you think to yourself, what should I do or what would be a better resolution than what I have done in the past. With membership comes a plethora of colleagues you can call upon for opinions, suggestions and just help. What I have found is that among the many CLMA members is a vast wealth of knowledge that is not written in any text book or self help book.

So as part of your membership in this professional organization and community I am calling on all of you for your help to demonstrate and share the "value" of membership and not just the "stuff" we have.

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## Council of Chapter Leaders Meeting

### Council of Chapter Leaders meeting CLMA

In November, 2008 the Council of Chapter Leaders (CCL) met for several days to discuss the future plans of CLMA with the focus being primarily on membership. There were approximately 40 chapter leaders from all over the country and two from our neighbors up North, Canada.

We had a speaker Mark Levin that spoke on the importance of members finding value in the organizations that they belong to. This value would be items that the member needs or finds important to them currently or in the future. Mr. Levin also spoke on how we as leaders in our organizations talk to our members about our stuff but do not match our “stuff” with the “value” that the member needs. He also spoke on how do to utilize our members’ talents to benefit our organization. He said to discover what activities they are involved in outside of work and find how those activities may be utilized in our professional organization. For example if a member is active in Girl Scouts and helps organize their local girl scout cookie campaign maybe the professional organization could ask for their assistance in fund raising for the scholarship program.

The task forces also discussed their initiatives:

- Members without Chapters discussed how they may possibly do a virtual group for these members that may not have a local chapter available to them.
- Missed Opportunities discussed the largest missed opportunity which is the cancellation of ThinkLab 08 and the rollout of several ideas that were slated for 08.
- Recruitment/ Retention
- Success standards discussed several of the changes that occurred to the 2009 standards, such as chapters holding membership initiative annually, reaching out to members without chapters, conducting a patient safety training program, having chapter financials review by an outside firm, and placing promotions for National Lab week in a public and outside venue.

We also did some round table discussions to share our own chapter experiences and ideas.

The following day we discussed Strategic Planning and several of the chapters shared how they stay on target with the Strategic plan with the use of worksheets and checklists.

The meeting provided good information to bring back and help the leaders rejuvenate the “troops” so that we all can have another successful year.

## Six Rivers Annual Report 2008

One of the highlights of the Fall Meeting at Deer Creek is the installation of new Officers and Board Members. This year, we welcome Jade Wilson and Jane Tester to another 2 years as Board Members. The President Elect Renee Cuevas becomes the President and we welcome Kathy Good as the new President Elect.

Cynthia Griffith, President  
Six Rivers Chapter CLMA

### **SIX RIVERS CHAPTER ANNUAL REPORT 2008**

#### **Finance Report Wanda Broerman, Chair**

As of December 31, 2008, the chapter has a working balance of \$19023.68. We had a successful year participating, with Blue Grass and Greater Indiana chapter, in the Ohio River Valley Conference in the spring. Six Rivers also enjoyed good turn out from members, non-members and vendors at our fall meeting at Deer Creek State park. At the fall meeting we raised \$1051.00 in a silent auction with these monies specifically earmarked for scholarships of our CLS/CLT student.

#### **Strategic Planning Committee Report Joyce Dicks, Chair**

- Coordinated Board elections
- Conducted its an annual strategic planning meeting with current and incoming board members, committee chairs, and other interested members at the Fall Conference at Deer Creek State park.
- Appointed Wendell O'Neil as the Legislative Liaison

#### **Healthcare Policy Committee Paul Labbe, Chair**

In support of our mission, the SRC HCPC conducts, informs and advises on legislative and regulatory affairs and to establish an effective dialogue with governmental representatives.

The following objectives and tactics were accomplished to meet the goals of the HCPC:

- John Sherer represented the SRC Chapter by attending the Washington DC Fly-In and meeting with 8 different House and Senate representatives. John summarized his visit to the SRC membership through the chapter newsletter article published June 08
- Wendell O'Neil accepted the Chapter Liaison role in March 08 – Due to cancellation of ThinkLab 08 in Atlanta, alternative advocacy and educational efforts were formulated via email broadcast and audiolab promotions on the competitive bidding demonstration project targeted for San Diego, which was ultimately repealed by Congress in summer of 08.
- Paul Labbe wrote articles for SRC newsletter and email broadcast distribution in conjunction with national CLMA promotions on the late breaking news regarding competitive bidding in April/May 08. Quarterly updates distributed through the Chapter Chatter newsletter kept membership informed of the competitive bidding repeal and the introduction of the proposed national fee schedule restructuring.
- Paul Labbe presented two HCP presentations in 2008. The first presentation was at the ORV meeting in Kentucky in May 08 (competitive bidding status) along with a plea for all three chapters present (Indiana, Kentucky, SRC) to support the CLMA PAC (and for the present members of AACC to support their respective PAC also). A follow-up email was sent to the registrants reminding them to contribute to the PAC. A goal of \$2,000 was set for the ORV participants, and it is known that at least \$700 was collected, but unable to track follow-up contributions after the meeting. The second presentation was given at the Deer Creek Fall SRC conference, where addition PAC contributions were collected. SRC reached its annual goal of over \$1,000 in SRC membership contributions to the CLMA PAC, and over 15 members (15%) of membership participation. This was also an active year for members to communicate with their legislative representatives, and it is guesstimated that at least 15 members (15%) participated in this activity. HCPC is recommending the addition of 2 questions to our annual membership survey to better monitor the PAC and legislative communication participation.

## Six Rivers Annual Report 2008

- A successful year for the lab industry on the health care policy front, with the repeal of the competitive bidding demonstration project law (July 08) and the introduction of an updated clinical lab fee schedule bill sponsored by both republican and democratic representatives.

### **Program and Education Committee     Jade Wilson, Chair**

- Hosted several FREE audio conferences at various areas of our chapter's geographic areas.
- The three Small Group areas hosted a "National Medical Laboratory Professionals Week" networking meeting.
- Planned the speaker program for the 2008 Ohio River Valley Conference. This conference is in collaboration with other CLMA chapters and the local AACC chapter.
- Annual Fall Conference held at Deer Creek State Park, now expanded to two days and included the Ohio POCT Group!

### **Membership Committee     Jenny Murray, Chair**

- Member Survey November 2007 to gain ideas and volunteers for 2008
- Promoting CLMA: Stacy Burrier, Kristin Wood, Jim Shultz, Carrie Robinson
- Membership renewal reminders sent to members
- Welcome communications sent to new members
- Maintained membership: 100-110 members

### **Professional Outreach Committee – Kathy Good, Chair**

The Professional Outreach Committee in 2008 had three objectives and or goals for the year:

Goal 1: Strengthen the bond with program chairs in our chapter area.

- Joyce Dicks has left her position at Shriners Hospital and the University of Cincinnati CLS program. In the transition we have begun to update the list of program contacts and will continue to reach out to these educators for continued contact and involvement. Website joblink area has been discussed but no final decision has been made about the capabilities of our site.

Goal 2: Expand the Lab Week celebration in three geographic centers of our chapter

- Lab Week celebrations were held in 3 areas of the chapter with overall attendance of approximately 100 individuals. Siemens graciously sponsored the food at the events – Thank you Siemens! We will continue to offer these celebrations and increase awareness. It seems that vendor word of mouth very effective – possibly increase vendor participation next year to bolster activity

Goal 3: Gather information for a "How To" present at career fairs and provide resources to chapter members for participating in these events.

- Lorei and Tami have started the project by contacting members who had indicated on the survey that they have presented at career fair type activities. This project is still on-going but seems to be somewhat redundant with the information that is now available through Abbott, ASCP & CLMA websites.

## Six Rivers Annual Report 2008

### **Communication Committee- Renee Cuevas, Chair**

- We continued to enhance and utilize the website. We added links to our pages to photos and events to make the site more flexible.
- We continued to place all meeting minutes and newsletters on the website for members
- Communicated with members via e-mail to inform them of upcoming meetings and events in the SRC area.
- Continued to use SurveyMonkey for board elections and for our annual member survey.

SAVE THE DATE.....September 30 & October 1st



**2009 FALL CONFERENCE**  
**September 30-October 1, 2009**  
 Deer Creek Conference Center  
 Mt. Sterling, Ohio

**Wednesday, September 30, 2009**

**Evening Cookout & Networking Event**  
 A relaxed format for vendors and customers to socialize.

**Thursday, October 1, 2009**

**Day Long Program that includes:**  
**Breakout Sessions for**  
**POCT track or Management track**

Vendor Exhibits  
 Silent Auction for Student Scholarships  
 Luncheon & Annual Meeting

Watch the Six Rivers Chapter Website for updates: [www.sixriversclma.org](http://www.sixriversclma.org) or contact Jade Wilson at [jade.wilson@nationwidechildrens.org](mailto:jade.wilson@nationwidechildrens.org)

The resource for laboratory professionals.

## Upcoming events

### SIX RIVERS CLMA

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## Save the Date



CLMA and AACC Presents:  
**The Ohio River Valley Regional Conference**  
**“Shooting for Success”**

at  
Indianapolis Marriott North

**March 24-26, 2009**

Sponsoring Chapters: Greater Indiana, Bluegrass, and Six Rivers CLMA Chapters, and Ohio Valley Society AACC Chapter

For additional local CLMA conferences visit:

- [www.clma.org](http://www.clma.org)
- Go to chapters
- And select chapter programs for a meeting close to you.

Six Rivers Chapter

**CLMA** 

THE RESOURCE FOR LABORATORY PROFESSIONALS