



## FIRING UP: PURPOSE IN OUR PRACTICE

November 7 & 8, 2014

### CONFERENCE LOCATION

Minneapolis Marriott Northwest  
7025 Northland Drive North, Brooklyn Park

### ONLINE REGISTRATION

Register at: [www.minnesotaschoolnurses.org](http://www.minnesotaschoolnurses.org)

Online registration is available until Thursday, October 30, 2014.

Mail-in registration is still available; see form below.



# FIRING UP: Purpose in our Practice



November 7 & 8, 2014

Keynote Speaker: Deirdre Van Nest

*Fire Your Fear! What would you do differently if you were not scared? What is holding you back?*

Join the School Nurse Organization of Minnesota (SNOM) at our annual conference on November 7 and 8 to expand your nursing knowledge and network with school nurse colleagues from around the state.

**Friday, November 7** will feature **Carol Falkowski** discussing current trends in adolescent drug use; **Dr. Joel Oberstar** will discuss the changes to the DSM-5 and what the implications are for pediatric mental health; and **Pat McKone** will highlight the differences and similarities in the marketing and use of e-cigarettes. We will conclude our day with **Deirdre Van Nest** who will help us examine how fear affects the work we do and how we can move through it to be our most effective in the work place. Following the day's presenters please join us in the hospitality room to network with school nurses from around the state.

**Saturday, November 8** we will learn about analyzing and intervening with bullies with **Adam Arnold**; effective strategies for educating and supporting students during this time of high chlamydia rates in Minnesota will be provided by **Candy Hadsall**; and **Dr. Mary Gregory** will cover all things eyes, both infectious and various disorders, that impact vision and learning. Our annual luncheon will follow the conference to recognize the School Nurse of the Year, School Nurse Administrator of the Year, and scholarship recipients.

### PROGRAM & PLANNING COMMITTEE

Lillian Levine (St. Francis) Chair  
Mary Arness (Retired: St Francis)  
Mary Bielski Heiman (Minneapolis)  
Erika Yoney (Moorhead)  
Gail Hansen (Minneapolis)  
Rebecca Hudlow (Retired: Eden Prairie)  
Ann Lumbar Bendson (Minneapolis)  
Bobbi Pointer (Hopkins)  
Patty Rezabek (Retired: Minnetonka)  
Nina Centrella (District 287)

## SNOM Annual Conference Registration

Name:	Email:		
Address:	Employer/School District Name:		
Position:	Exp. Date:		
NASN (National Organization of School Nurses) #:	Work Ph.: ( ) ( )		
Home Ph.: ( ) ( )	Number of years in school nursing:		
<b>COST FOR SNOM CONFERENCE NOVEMBER 7 &amp; 8, PLEASE CHECK ONE:</b>			
	<b>SNOM Member</b>	<b>Non-Member</b>	<b>Student/Retirees</b>
Friday only	_____ \$130	_____ \$170	_____ \$70
Saturday only	_____ \$100	_____ \$140	_____ \$55
Both Days	_____ \$210	_____ \$290	_____ \$110
<p>\$ _____ <b>TOTAL AMOUNT ENCLOSED</b>; includes additional fee of \$30 if postmarked after October 17, 2014.</p> <p><b>No conference refunds after October 17, 2014. Late registrants are not guaranteed all conference materials.</b> SNOM conference registration fee covers breakfast, lunch and refreshments for each day and resource materials. <b>Please note if you have any special dietary requests:</b> _____</p> <p>For those using traditional registration, mail conference form and check to: <b>SNOM Conference, ATTN: Kristine Peterson, 25616 Nacre St. NW, St. Francis, MN 55070.</b> Make checks payable to: <b>SNOM Annual Conference 2014. No purchase orders accepted.</b></p> <p><b>CEUs:</b> This seminar meets the MN Board of Nursing requirements for licensure renewal. A certificate of attendance for 6.3 contact hours will be given for Fri.; 4.2 contact hrs. for Sat.; and 0.6 contact hrs. for poster presentations for a total of 11.1 hrs.</p>			

## CONFERENCE INFORMATION

### SCHOLARSHIPS

SNOM Fall Conference scholarships are available; deadline is October 17, 2014. For more information, contact Mary Heiman at 952-486-9403 or email at [biel0039@umn.edu](mailto:biel0039@umn.edu).

### JOIN SNOM & NASN

To join SNOM and NASN visit: [www.nasn.org/Home/Becomeamember](http://www.nasn.org/Home/Becomeamember)

### ROOM RESERVATIONS

**Minneapolis Marriott Northwest**  
7025 Northland Drive North  
Brooklyn Park, MN 55428

Cost for a suite is \$125 plus tax; all rooms are suites. Reservations can be made at any time by calling 763-536-8300/877-303-1681 or by going to: [www.marriott.com/hotels/travel/mspnw](http://www.marriott.com/hotels/travel/mspnw)

Mention School Nurse Organization of MN when making your reservation. To receive the reduced rate, reserve your room by October 18.

### CONFERENCE QUESTIONS

Please contact Lillian Levine at 612-819-6537 or [lillian.levine@isd15.org](mailto:lillian.levine@isd15.org).

# Friday, November 7

7:30 a.m.	Registration/Breakfast
7:30-8:30 a.m.	<b>Exhibits:</b> Over 40 exhibitors with a wide-range of equipment, products, and other services vital to school nurse practice.
8:30-8:45 a.m.	Welcome and Announcements
8:45- 10:15 a.m.	<b>Emerging Trends in Adolescent Drug Abuse: 2014 Update</b> , Carol Falkowski, CEO and Founder of Drug Abuse Dialogues
10:15-10:45 a.m.	Break/Exhibits/Posters
10:45-11:45 a.m.	<b>DSM-5: Implications for Pediatric Diagnoses</b> , Dr. Joel Oberstar, CEO and Chief Medical Officer Prairie Prairie Care
11:45-1:15 p.m.	Lunch/Exhibits/Posters
1:15-2:45 p.m.	<b>New Products, Old Tricks</b> , Pat McKone, Director of Tobacco Control and Policy American Lung Association of the Midwest
2:45-3:15 p.m.	Break/Exhibits/Posters
3:15-4:45 p.m.	<b>Fire Your Fear!</b> , Deirdre Van Nest
4:45-5:00 p.m.	Closing Remarks
5:00 p.m.	<b>Hospitality Room Event:</b> Please join other conference participants for a relaxed time of socialization and fun! Appetizers will be served.

# Saturday, November 8

7:30-7:45 a.m.	Registration/ Breakfast
7:45-8:30 a.m.	SNOM Board Meeting & Legislative Update
8:30-10:00 a.m.	<b>Analyzing the Bully</b> , Adam Arnold, Licensed Marriage and Family Therapist, Licensed Alcohol and Drug Counselor
10:00-10:30 a.m.	Break
10:30-11:30 a.m.	<b>Chlamydia Epidemic: Involving School Nurses</b> , Candy Hadsall RN, MA
11:30-12:15 a.m.	<b>Eye Health Essentials: From Infections to Vision and Learning</b> , Dr. Mary Gregory, Optometrist
12:30 p.m.	<b>Lunch &amp; Awards:</b> Join us for the SNOY, SNAOY, scholarship recipients, and special recognition awards.

# Session Descriptions: November 7 & 8

## FRIDAY, NOVEMBER 7

### Emerging Trends in Adolescent Drug Abuse: 2014 Update

**Speaker:** Carol Falkowski, CEO and Founder of the Drug Abuse Dialogues

Carol Falkowski has been an articulate voice in the national drug abuse arena for more than three decades and is the author of the reference book, *Dangerous Drugs*. Since 1986, Falkowski has been part of a 20-member, nationwide epidemiological drug abuse surveillance network of the National Institute on Drug Abuse. As director of the Minnesota State alcohol and drug abuse agency, she oversaw the administration of public funds for prevention, treatment and recovery services in Minnesota. Carol will provide insight into current trends in drug and alcohol abuse and how to identify the signs and symptoms of drug use. Carol will also elaborate on the fluctuating nature of drug abuse and the populations at risk.

### DSM-5: Implications for Pediatric Diagnoses

**Speaker:** Dr. Joel Oberstar, CEO and Chief Medical Officer Prairie Prairie Care

Dr. Joel Oberstar has had a passion for working with and helping children nearly all his life. His clinical work primarily consists of providing care to children and adolescents admitted to PrairieCare’s inpatient psychiatric unit in Maple Grove. He is Board Certified in psychiatry, child and adolescent psychiatry and addiction medicine and is adjunct assistant professor of psychiatry at the University of Minnesota Medical School. He will discuss the structural changes between the DSM-5 and its predecessor as well as changes in diagnostic criteria for pediatric mental health.

### New Products, Old Tricks

**Speaker:** Pat McKone, Director of Tobacco Control and Policy American Lung Association of the Midwest

Pat McKone has worked in tobacco control policy and advocacy for over 35 years, including efforts to limit youth access to tobacco, smoke free air campaigns, increase in tobacco tax, and point of sale efforts. She will describe the current trends in product promotion and use, and highlight issues related to e-cigarette promotion and legislative changes .

### Fire Your Fear!

**Speaker:** Deirdre Van Nest, Certified Fearless Living Coach

Fear may be standing between the life and career you have and the one you want. But it doesn't have to be that way! Deirdre Van Nest will discuss how you can create the professional and personal life you dream about when you fire fear from the role of chief decision maker. In this interactive presentation you will discover: how fear and self-doubt may be sabotaging your success; the mindset shift that you must make about fear if you want to consistently make decisions that move you forward in your life—rather than hold you back; and, a simple, yet powerful daily practice that propels you out of your comfort zone and into the “success zone.”

## SATURDAY, NOVEMBER 8

### Analyzing the Bully

**Speaker:** Adam Arnold, Licensed Marriage and Family Therapist, Licensed Alcohol and Drug Counselor

Adam Arnold will share the latest research on bullying behaviors and the factors that influence those behaviors. He will also illuminate effective, strength-based and nuanced interventions for addressing bullying behavior. Adam is a licensed psychotherapist and co-owner of Enliven Psychotherapy. He holds a master of arts in counseling and psychotherapy from Adler Graduate School, and an addiction studies certificate from the University of Minnesota. He has worked as a psychotherapist in several residential and day treatment centers; in the addiction and domestic violence fields; and in private practice at Enliven Psychotherapy. He is a licensed marriage and family therapist and a licensed alcohol and drug counselor. He serves on the board of Interfaith Children’s Advocacy Network.

### Chlamydia Epidemic: Involving School Nurses

**Speaker:** Candy Hadsall, RN, MA

Candy Hadsall is a trainer, therapist, nurse and community organizer with over 25 years of experience in various areas of health care, social services, and community concerns. Her special interests include sexuality education and reproductive health care, sexually transmitted diseases, child and adolescent welfare, women’s mental health and other women’s issues, teen pregnancy, sexual assault, violence, family and relationship dysfunction, and recovery from chemical dependence. She is currently the sexually transmitted disease screening specialist at the Minnesota Department of Health’s STD and HIV section where she oversees the Minnesota Infertility Prevention Project and STD testing at clinics across the state. Candy will discuss the current chlamydia epidemic in Minnesota. She will identify community activities currently being implemented to address the epidemic and ways that school nurses can get involved.

### Eye Health Essentials: From Infections to Vision and Learning

**Speaker:** Dr. Mary Gregory, Optometrist

Dr. Mary Gregory is co- owner of Uptown Eye Care in Monticello where she specializes in pediatrics and acquired brain injury patients. She is the owner of Omni Vision & Learning Center where she offers neuro-rehabilitation and tutoring services. The Minnesota Optometric Association named Dr. Gregory “2007 Young OD of the Year” for her achievements in the optometric field on local state and national levels. She is eager to help move children’s vision and learning issues to be heard at the state level. Dr. Gregory will discuss common eye infections, detection and treatment. She will also examine common vision disorders, how they affect learning and health, and how vision loss can be prevented.