

Region II Council meeting  
11/2/02 minutes (approved as corrected, 3/22/03)  
Greater Baltimore Medical Center

Present

Voting members:

Mary Ann McLane, Region II Director, Darla Boyce, Delaware President, Ann Snyder, Maryland President, Stephen Mercado, New Jersey President, Elaine Keohane, New Jersey Past President, Katie Franz, Pennsylvania President, Loretta Nemchik, Pennsylvania Past President, Mary Ellen Koenn, West Virginia President

Proxies For:

Derrick Smith/Delaware Past President, Thomas Kelly/Delaware President-elect, Joe Quillamor/NJ President-elect, Scott E. Aikey/PA President-elect, Mary Gourley/Virginia President, Lynn Kuchenbrod/VA Past President, Vickie Cunningham/WV Past President and Region II Secretary

Non-voting attendees:

Connie Laubenthal, PAC Trustee

0930 Breakfast was provided by Ann Snyder (Maryland) and Mary Ann McLane.

0958 The Region II meeting was called to order by Region II Director, Mary Ann McLane. Mary Ann thanked everyone for committing their Saturday and their time to attend. Following a short discussion regarding the location of the meeting it was agreed that this would be the place for the March meeting. Mary Ann indicated that Ann Snyder continues to be willing to house individuals who would like to travel on Friday.

Mary Ann stated that she wanted each person to have something tangible to take back following the meeting. Therefore, attendees at the meeting would receive 1 PACE CEU, nationally approved through PSCLS for their record.

Mary Ann then asked the Directors to “humor me.” She asked everyone to provide one sentence that answers as to why are you here? The Directors indicated the following:

1. I need “a shot” of why I am in the profession.
2. To help each other.
3. To get proper directions for professional advancement.
4. To revitalize the profession.
5. Because it is fun to see everyone from the different states.
6. To be responsible.
7. To advocate for the profession.
8. To share what I learned.
9. To be a Leader: If not us, who?
10. To give back.
11. To understand why/what the input is for and to learn.

To summarize the statements, Mary Ann asked for a show of hands for identifying, “Why are we here?” The Directors answered as follows:

Obligation 8

To feel needed 5

Feel your contribution is special 8

Because we like Mary Ann McLane 14

Mary Ann then shared the following with the group. Keep in the back of your mind, that how we phrase our words and everything we do has something to do with human nature. How we react in situations has nothing to do with money, our job, nothing except the basic needs that we as human beings have. In fact, each of us is an expert in human nature. Therefore, all that we have to do today at this meeting has nothing to do with Clinical Laboratory Science. It has to do with “being involved.” Only 30% of U.S. population has an involvement in anything. In our field as well, only 30% of the people have involvement.

So what is unique that calls us to be involved? Do we consider ourselves unique? Some do and some do not. If we identify what calls us to be involved, then we may find a “hook” to pull in some of the 70%. Everything we are involved in has something to do with human nature and everything has to do with some kind of feeling.

10:15 Attendees introduced themselves and identified their role in the Region. The following corrections were made in the Region II Council Membership

Darla Boyce Loretta Nemchick

108 Mandalay Drive Phone 856-783-1398, ext 17 (w)

Bear, DE 19701

302-838-9288 (h)

Connie Laubenthal Vickie Cunningham

Claubenth@mail.acponline.org 704 Albemarle St.

304-327-1575 (w)

304-327-1591 (f)

10:19 Mary Ann led a quorum discussion. It was noted that there were not 14 officers present, but there are 2/3 of the active officers. The Council directed Mary Ann to prepare a written proposal for a change in bylaws to be 2/3 of the active officers to be presented to Mary Gourley for consideration.

10:28 Minutes from the Region II caucus in Orlando were provided. Following discussion, the minutes are on file with the following corrections:

Connie Mahan on Abstract Committee is from Virginia

2003 ASCLS meeting is in Philadelphia

Vickie Cunningham

Stephen Mercado moved to accept minutes as corrected with Katie Franz seconding. The motion passed.

Additions to agenda included:

Haiti

Annual meeting in Philadelphia

News of Pennsylvania hospital closures

10:32 Treasurer's report for period ending 10/26/02 from Donna Odom - see attached. No questions regarding the report. Discussion ensued to clarify that Region II assessment is for fiscal year and is to be made in 2 payments. Katie Franz moved to accept the Treasurer's report, seconded by Ann Snyder. The motion passed.

Discussion was held regarding means to increase Region II funds. Scott Aikey suggested we come up with something to sell at the National meeting at the host reception table such as something that could be a souvenir at the meeting. ASCLS has gotten away from that. Another suggestion was a raffle or any other non-revenue means of increasing funds. Katie Franz stated that she has a PA cookbook. Other suggestions were an Amish quilt or ASCLS quilt. Katie agreed to work with Scott to organize this. It was agreed that a raffle is the best/easiest way to raise money.

Stephen Mercado shared that bringing something from the meeting back to co-workers can be a ground breaking means to talk about ASCLS. The council agreed but is concerned to come up with something that would be interesting AND not detract from PAC.

A suggestion was made to have the Liberty Bell with the ASCLS logo or prepare a button like was handed out in FL only smaller. Scott was concerned about taking money away from the current funds. Stephen suggested to only make a few, they will be rare, you will sell them all and people would be looking for them in the future. Katie was concerned about excess costs for pins. Katie will research and come back to the March meeting with a suggestion for the Council to decide upon. It was agreed that whatever is sold would be at the Host table at registration and at the Silent Auction and an informational flyer could be in the registration packets. Stephen stated that he would help Katie.

MA McLane gave the REGION II assessments provided by Donna to the Presidents of each state.

Elaine Keohane began discussion regarding the increase in assessment dues that, she thought, was supposed to only be 1 year. Loretta agreed with that fact. Region II Council had increased dues to 15% for 1 year and decided to reevaluate that this year. Discussion indicated that this was missed when the minutes were approved. Elaine shared that the NJ Board was concerned about the increase, they did not think it was a legitimate expense to send the Region II Director to Legislative Day. Scott Aikey explained the Region II costs.

Questions about the budget indicated that the Council has taken the following out of the budget: meeting room costs, payment for Legislative Day for Region II Director, food for the meetings and bonding costs.

Discussion indicated the following:

1. With the number of members ~685. The Region would have ~\$700 money coming in which would barely cover costs.
2. We should get rid of the Region II worksheet.
3. Region II Director travel costs should be covered by the Region or the States.
4. We must support the work of our volunteers.

The Council agreed to leave the Region II assessment at 15% with a cap at \$1.50. In other discussion, it was agreed that this body should receive a budget to see where our expenses are going. This has been expected in the past and would agree with the minutes from the last meeting. MA McLane will contact Donna Odom for an income statement and budget and email it to the Council members.

Mary Ann McLane stated that she would like to provide the Region II Director's Report at a later time so be able to proceed with the following presentation by Mary Ann McLane (MAM) and discussion by the Council members.

11:15 Recruitment and Professionalism: How Human Nature Fits In

(From MAM)

What we do, as leadership, is impacted by ourselves, as individuals, and the roles we play, as human beings.

It is human nature:

To gravitate toward those things and events that meet some need.

To value those things in proportion to how they are meeting those needs.

For people to seek the easiest solution, To judge, To be skeptical, To want to belong, To find fault, To look for a scapegoat

To be generous, To be optimistic, To be pessimistic, (From Council members) To be influenced by our past, To gravitate toward people who you view as like yourself, To seek affirmation, To please others, To feel important, To do the right thing

To have structure, To want to protect what you have, To have fun, To feel loved or needed

(From MAM)

Notice that there is NO - to cause trouble, to get pain, to cause hurt, to be in misery None of this has anything to do with Med Tech. And we have to work through all these as we go about living.

Would you say you all could find yourselves in this list? (All Council members affirmed.) These human nature types of things characterize everyone with which you work, in your family, even the ones you drive past. Everything that we do has a connection. These are the "whys" for what you actually do.

These things are the bottom line reason why anyone does anything. What makes us who belong to a professional society sit here? This is a no-brainer to be a part of a group that enables us to do all those things. It is a way to be connected. The questions comes then, "Why do people not want to do this?"

We need to zero in on these human nature aspects and try to use them to increase involvement in the profession. You have an emotional connection to me... this emotional connection is also a personal connection. We need to try to convince individuals to join this society so they can be a part of a group... especially a group that speaks for me in larger venues... especially in Washington.

“To get anyone to do anything, there has to be an emotional connection and it has to be related to some kind of ‘brand’.” Glenda Price

We connect ourselves to “brands.” Let us not wait for National to make our “brand.” We ARE National. We need to think about what is our “brand.”

An example was given by Lynn Kuchenbrod. When I was asked, “Are you a nurse?” I said that I am the one who runs the A1C, Glucose, cholesterol. It was an emotional experience for me.

There are huge reasons why people connect with primary care providers. They have definite contact with them. If we want someone to know about you and what you do, we have to tell them. We have to interact, otherwise, we cannot fault people for not knowing about us. The example given previously is a perfect opportunity to speak out about us.

We need to not bash the nurses. We are colleagues. State how important we are in the healthcare field. That helps others begin to provide the brand.

Scott Aikey (SA) The best you can hope for that people will remember 10% of what you say. Even my family does not know what I do. The brand of the doctor and nurse is stronger.

MAM- How can we get the general public to have the sense of the brand? And, what about our colleagues?

Connie Laubenthal. – this is the important task...getting our colleagues more positive...helping the new techs stay positive. We have to find some way to get the negative people to tone down.

Katie Franz (KF) – It is a reflection on the issue of Prothrombin in Philadelphia and the Histology bad press...we have to counteract the negative image. We have to make a positive public image.

Elaine Keohane (EK)– The nurses are unhappy also.

Ann Snyder (AS) – The doctors are too.

EK – A continual problem is that the administration decide to give any financial increases to the nurses and say now we don't have money to give to the laboratory.

MAM – Our organization must be the advocate at any level.

Stephen Mercado (SM) – (referred us to his email to HR – on file) This email response is my opportunity to make corrections in attitudes. It is our job in ASCLS that we show that we have a shortage in our field as well.

MAM – What has to occur is the “one to one” interaction with colleagues. The expired members, as of October 29th, is high. On the Fall Conference call of several days ago, Elissa stated that the renewal cycle was very hard. There have been membership questions regarding accuracy. However, we are NOT getting enough people to renew. Within the next month, each state must have a plan for contacting each lapsed members.

SA – Each state should receive by the end of this next week the newly revised lapsed list. These numbers are true...not registered. Does each state have a plan to contact the members? There was obviously a flaw in the renewal process. The automatic renewals were even slow...even mine was missed. These are supposed to be completed by now. We are grilling the “membership service” regarding the errors and slowness. The list of lapsed members are ~3000 nationally...not including the credit card automatic renewals that were missed.

MAM – The virtual office is working. The membership renewal company didn't know the programming step and they've been fired. The actual business owners are now doing the inputting. At this point, we now need to contact all individuals who were former members and make sure they are signed up. They need the emotional connection. Paula Garrott has been told that we should change the script...You need ASCLS...NOT ASCLS needs you.

EK – Glenda Price said this, too. We need to present ourselves as winners and doers, even though we DO need them.

MAM – Would a business sized card be helpful to hand to people to help them connect?

Lynn Kuchenbrod (LK) – What would be on the card??

MAM – what would you like on the card?

Like a voice in congress

Fighting for more reimbursements

SA – a slogan = Your professional advocate, Your representative in congress.

Mary Gourley – Something like the space center cards from FL stating why the space center should be supported.

KF – An advantage for an employee: got a good rating because of your involvement in profession...comes in with a good attitude.

Vickie Cunningham (VC) – We need to see how we can fit in to the future of medicine. Things are changing and we, as a profession, need to change with them.

Ann Snyder (AS) – Make laboratories glass enclosed and give more tours of the lab.

SA – Make a card for taking to other lab workers to talk

You need ASCLS

ASCLS: Your source for

Professional advocacy

Profession growth

Career advancement

Educational opportunities

Your voice in Congress

Your source for camaraderie and networking

EK – We need to get a list of what ASCLS has done in Congress.

LK– That is in latest CLS Journal and includes congressional work.

SM – Posts all information received in your lab.

MAM – Offered to receive communications and ideas that we see and have and send it out to all others. We should not see it as only relating to the Region.

SM – On the issue of the card, will that promote the profession? There needs to be a personal contact. Leave a blank space for writing in your name and phone number.

SA – The new slogan should be on the new recruitment brochures.

MAM – I want us to do this. I will send this to National, but I want this done now.

SA – It should be the same nationally

KF – Can we send something that can be downloaded and printed on Avery?

MAM – Offered to make a template that could be utilized.

SM – We need to use this as a recruiting tool. Don't write the initials, they may not know what it means. How I recruit for the profession grew out of my feeling that there was a need for a stronger organization. When I graduated from M.S., I was invited to go to a meeting, not as a member, but I kept going and finally joined. My strategy – become a professional, find out what not to say at work. If there is corruption in the laboratory, I will get out. Everything I get from ASCLS/NJCLS I post on the board. I talk with everyone. I let them bitch about it 1-1. I ask them, what don't you like? I then talk with them about how ASCLS can do about what they want to see. I tell everyone what's in

(joining ASCLS) it for me. I am educating them. With my new job I got a bonus and talked with people about the issues and what's in it for them and post announcements about new meetings. Get and keep a constant motion of information to people about ASCLS.

When vendors contact, I introduce myself, including my role. I ask if they sponsor continuing education. They say yes for AACC, then I ask when we all retire, who will do your lab tests? ASCLS is the group that is looking at quality of life issues not AACC or AABB. Those are technical groups. You owe it to yourself to support this organization. Because without this organization you will have no one on the bench to use your instruments and no one to buy the instruments.

EK – We're sending out our people as sales reps about the profession, but they don't have the training. We need a script to get ourselves started.

MAM – Would this be good to do as leadership training within the state? Professional advocacy training could be provided.

EK – We need sales training.

SM – what we could do is prepare something “sales” like that could then be used at the National level.

EK – We could be given sample answers.

Mary Ellen Koenn - Tell us “last March what we lobbied for was...”

EK – These are our goals. This is what you can get involved in.

SA – Don't reinvent everything. Check the ASCLS membership manual for suggestions already on the books.

LK – Provide opportunity to rehearse.

SM – During the union campaign, I gave information about the med tech shortage to staff to assist in negotiations.

EK – ASCLS as a source of information should be added to the card.

13:01 Break for Lunch

13:30 SA - Latest update of members should be received within the next few days. If you don't get them, let MAM know. This update will have current members, the credit card renews waiting, and the lapsed members.

LK – Is concerned about the lack of support for the reference lab.

MAM – What can be done by the Region for these people?

SM – Networking could include job placement. Include job postings in the Region

MAM – Brought the discussion to a closure with a promise to send out a template for printing a card with explanation of all the bulleted points. And, all state societies should respond back to MAM whether they want her to come talk and get them practicing their responses.

MAM – 30 new Capital members 16 are students. Will find out where they should be assigned into VA or DE. Students are a large group that do not renew.

Derrick Smith (DS) – Before Orlando, I was unsure what to expect. Experiencing the conference was wonderful. I learned how I want to be involved for the field. Coming back I was fired up. I want my classmates to get involved. I'm trying to help them see why they should be a part and that it's for the long run. I don't want to be burnt out like some of the others. I've identified a number of techs who are prime candidates to get involved in ASCLS. With recruiting, it does depend on that person seeing it being FOR them. If not, they won't renew.

MAM – Has there been any piece of info for students that has influenced them?

DS – It's been because of me. I want them to be a part of this and see the importance for themselves.

SA – Is there any particular thing that pulls them in?

DS – I'm pushing Philadelphia. I think being there will show them how important it is. Some students just see how hard the schooling is and how much membership costs.

MAM – Remember to talk about membership dues in relationship to other costs.

KF - I want to maintain membership because I don't want others to be given the responsibility for what I do.

LK – Doing a student forum panel helps others see what the opportunities are.

DS – How can I keep the students positive?

LK – We need to be emotionally connected to each other.

KF – Some of this is personality driven...and dynamics shift. You have to see that some of this goes in cycles.

SA – If you get enough apples you're going to turn the tide.

MAM – You will gravitate toward those who will build you up.

DS – I expect to stay enthusiastic. I need to challenge people to see what I'm excited about.

EK – Suggestion was made to say, "I'm sorry you're so unhappy. What are you doing to correct this?" This is to make them think. People expect others to fix things for them.

LK - I think young people are more impatient, feel entitled and want to climb the ladder quicker.

EK – And, the older generation feels un-empowered. We have to empower each other. I do a soft sell, unlike Stephen.

SA - Do you think some of the empowerment is generational? What will the dynamic of the group become when people of my generation are the silver haired? I see a bunch of bench techs who have never gone any further and who feel bitter and gripe.

AS - Managers don't look at the staff that they have and use the talents that they have. They need to find that extra spark in the people and use it. What is being done has to change periodically so the people stay excited.

SM – Management staff forget where they come from. We have to see ourselves as CLS first.

MAM – What is our baseline? Some people say, "I'm moving out of the lab, out of the profession." They are moving out of the laboratory arena, but they're using their med tech skills in whatever. Having that connection to the professional organization helps them to impact the future of the profession.

Tom Kelly (TK) – I'm trying to still encourage students to join and the staff that I interact with. Most staff I've met are discouraged. I've taken over the bulletin board in my department. ¼ is CE. ¼ is to promote professionalism. We do rounds every 3 weeks. I teach microbiology to med students in an hour. I encourage new doctors to develop a good relationship with their laboratory. And, I'm trying to contact the students.

EK – Promote taking your mother to lab day.

VC – Choose to be positive. Offer to speak to elementary, middle, high schools about the profession. When you talk to people, it takes 6 times to get something to sink in.

MAM – We are a resource to each other.

SA – What I do keeps changing which makes it hard for family to understand my profession.

SM – Feed them the information about the profession and tell them about the success of the profession. Show a skeptic how you are successful.

TK – I talk to others about laboratory in words that they can understand.

EK – Take a video home to help others know what we do.

14:30 Mary Ann McLane moved toward closure for the day.  
Council members were asked to tell MAM if there are any concerns that we have.

The Council was informed that the information from the Fall conference call will come as an email with bulleted information. A summary of that is Paula will email a Membership Development Committee Manual. One of the awards was for the poster competition. However, there were so many issues that came up that it is not going to be offered this year at all. Notification will come from Sharon Strauss.

HAITI request – Tim Randolph requests reagents and equipment. This will come as an email.

Listing for ASCLS appointments – Council Members were requested to read the letter that she wrote. She encouraged our involvement, stating that personally, this is a marvelous way to pay back what the profession has done for you. Consider becoming a leader at the National level. MAM is willing to help us discern where we are gifted to serve.

MN was the first state to do ASCLS-MN. Now ASCLS-SD.

National Medical Laboratory Week is April 20-26.  
Laboratory Professionals: Exceptional People – Exceptional Work  
Make orders from Trexco so that ASCLS will benefit.

14:40 Darla Boyce – Presented a flyer for promoting the profession. This will be emailed out and can be printed off on shiny paper. Ann Snyder made copies of the flyer for all in attendance.

MAM – Asked all to sign the PACE attendance form.

Stephen Mercado shared the NJ report – Commissioned the students from the university to investigate interest in licensure in NJ. Presented to the Board. Spring meeting in NJ will be posted on ASCLS and Region II web site. Elaine Keohane also shared that they will take a name change to the Board, sponsor a high school science fair and develop a speakers bank for high schools

Scott Aikey – Next year's Annual meeting is July 22-26. Theme is Life Liberty and the Pursuit of Laboratory Testing. There will be an Advanced Training Institute on July 19,

20 & 21. Exhibits open on Tuesday and will last through Thursday. Round tables are on Wednesday. This meeting is so large that the convention center is cramped. The hotels in the city are all booked. The House of Delegates and Silent Auction is Weds. There will be

5-6 sessions occurring simultaneously. The level of educational input should be at a higher level than last year. Most sessions are at Advanced. They are trying to get Glenda Price for the closing keynote. The ending House will be in the morning done by noon. Wyndham-House is the hotel and there is a long walk to the convention center. There will be shuttles. Brochures for the meeting will be out around March 1, 2003.

There were problems with the hotel situation in FL. All were encouraged to make reservations ASAP.

Marketing for the meeting is going to be increased (a 3 prong outreach) to increase the local tech attendance. The committee is looking into decreasing the daily cost. It is thought that this will provide more education service AND more money for the organization if there can be more dailies come in. Contact Loretta Nemchik if you are willing to help staff the host society table which will be open during the registration hours. And, the PACE committee needs help signing forms. To volunteer, send your name to Mary Ann McLane.

Reports were submitted and are on file from:

Delaware – Darla Boyce

Maryland – Ann Snyder

New Jersey – Stephen Mercado

Pennsylvania – Katie Franz

Virginia – Janet Hiler Bowman

West Virginia – Mary Ellen Koenn

Student Representative – Ellie Taylor

Mary Gourley announced that St Francis Medical Center in Pittsburgh closed (4 hospitals). They were losing money and had to close. The hospital will be transitioned into Children's Hospital.

3:21 Elaine Keohane moved to adjourn, Darla Boyce seconded. The meeting was adjourned.

Respectfully submitted,  
Vickie Cunningham  
Region II Secretary