



President's Report

Laura Shafer, BSN, RN, CWON



Greetings SER!

The National WOCN Conference was the best I have ever attended in the 21 years of being an ET/WOCN. The International Delegation moved me to tears since we had over 50 countries in attendance. It also made me very proud that our own Jane Walker was present since she was one of the original 12 world-wide. I know that in over 40 years that

our specialty has really grown!

Congratulations to Regina Holmes who is now a Director for National WOCN, I know she will represent us well as a region.

I look forward to seeing you in Concord for the SER in September. You will be thrilled with the conference that Trudy Huey and her team have put together!

Spotlight on Mentor

Vi Poteete, RN, BSN, CWON

Submitted by: Vicky Bryan, RN, BSN, CWON

Vi Poteete is retiring! Hooray for her but very sad for the SER. She has been legendary in our profession. When I think of the gold standard of WOC nursing... Vi Poteete immediately comes to mind.

As a mentor, she is a star. Vi is member of the Emory clinical faculty and serves as a preceptor. She has probably mentored most of the Atlanta WOCN Society. Her passion for teaching includes bi-yearly presentations to the BSN classes at Kennesaw University. She teaches new employees, nursing students and cohorts.

Vi is a symbol of knowledge. Her ability to lead by example energizes all who encounter her. She is the most caring, unselfish and thoughtful person at work and in her personal life. She has guided so many beginner WOCN's as a preceptor and as a friend. Vi is special person that exudes love and care.

As she retires, our department and hospital will feel a vast void. She will be the symbol and idol we will strive to emulate. She is irreplaceable and will be missed greatly. Her legacy will live on in our hearts as she begins this new phase in her life. She has sparked the love of our profession in so many people over the years, effortlessly and energetically. It has been a privilege to work and learn from the best and to have a real life vision of the true meaning of a mentor.

**Southeast Region
WOCN
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Greetings from the Communications Director

Patti Haberer, BSN, MA, RN, CWOCN

Hi Southeast Region,

In early April, members received an email blast announcing that the second on-line edition of the SER Newsletter was available. Within days there were 280 visits to the website. Change is not easy, yet we did it, thank-you for embracing the on-line version of the newsletter. In the last newsletter, I mentioned the average numbers of visits to the website was about 65 a week, since April that number has increased to about 80 visits a week.



What's New with the Website?

Trudy Huey and her team from North Carolina have been busy preparing for what looks like the best SER Conference to date. Conference registration is now open; several members have already taken advantage of the 'new' easy-to-use on-line conference registration.

Annual WOCN Conference

The SER is blessed to have so many members who are willing to be part of this wonderful organization. Our very own Dr. Phyllis Bonham, President, WOCN Society and Elizabeth English, President, WCET opened up the conference. Carolyn Watts and her committee did a stellar job planning this year's conference. I wish there were room to list the names of all the Conference speakers who call the SER their home. Congratulations to Ben Peirce on his re-election to Treasurer, to Phyllis Kupsick on her re-election to Secretary and to Regina Holmes – Director Area #4. And finally, thank-you Alvin Word, out-going Director Area #4 for your years of service to the organization.

I'm honored to be part of the most excellent WOCN Region – the Southeast Region.

Patti Haberer
uspah@coloplast.com

South Carolina News update

Cindy Norris, RN, BSN, CWOCN



Hello everyone. There have been many great reviews of the National WOCN Conference. As we all know, many healthcare facilities are cutting back on paying for conferences for nurses. Please contact me if you need to share a room to decrease your expenses at the Southeast Region Conference this September. I will share this information with interested attendees.

Joan Jackson Meekins RN, BSN, CWOCN of Visiting Nurses just re-certified by PGP. She was audited! **Cissy Deas** RN, BSN, MSN, CWON of McLeod Regional Medical Center re-certified via testing. **Patsy Fulghum** RN, BSN, CWOCN of DEHEC is working part time and babysitting for grandchildren. **Cindy Jones Norris** RN, BSN, CWOCN is proud to announce the birth of her grandson "Hampton" who was born in Charleston on May 27th, weighing 8lbs, 11oz and 20 inches long. Her younger daughter Rebecca, who is expecting another baby in February and husband will be visiting China in August and may be moving there. Grant will be teaching English at the University. Currently he's the Assistant Pastor Of East Coast Baptist Church in LeLand N.C. **Regina Holmes** RN, BSN, CWOCN, CFCN, FNP from Loris passed her Nurse Practitioner Boards and is practicing in Loris. She was elected to serve on our National WOCN Board. Looking for a new job, Regina's WOC nurse position at Loris needs to be filled. If you are interested, contact Human Resources at Loris Regional Health Care System. Congratulations to **Laura Fogle** RN, BSN, CWON on the birth of her twins, Sarah Elizabeth (6lbs. 8oz.) and Jacob McKinley (5lbs.11oz.). **Marie Gehling** RN, BSN, CWOCN is working very hard in the Nurse Practitioner Program and is to complete this in December. **Laura and Marie** are nurses at the Regional Medical Center in Orangeburg.

Our very own **Elizabeth Jones** RN, BSN, CWOCN is running for the Wound, Ostomy and Continence Nursing Certification Board (WOCNCB). She would be awesome! Please support her with your vote!

Our next state meeting will be October 19th in Lexington. A reminder will be sent out.

Thoughts for the Day:

"It is more important to listen to another person's point of view than to express your own."

"If you want to sleep with a clear conscience, either live with integrity every day, or pray for forgiveness every night."

Please send any news update to me anytime at cnorriscwocn@bellsouth.net for our next newsletter. Hope to see all of you at our SER Annual Conference in September.

Cindy Norris
cnorriscwocn@bellsouth.net

SER WOCN
Educational CDs
Available for
Purchase

Lower Extremity
Ulcers:
Assessment &
Management
2nd Edition

Ostomy Care

Pressure Ulcers
and Fistula
Management

Order form
available on the
website

www.serwocn.org

Keeping Up with Georgia

Vi Poteete, RN, CWON

Ann Moore, 2009 SER WOC Nurse of the Year, is recovering from surgery at Emory University Hospital. **Ann** endured a prolonged ileus, but remains upbeat. She wants to send her thanks to everyone who sent their thoughts and prayers. Georgia WOC nurses and SER WOC nurses: let's initiate a card campaign to let **Ann** know that we are thinking of her and wishing her a speedy recovery. **Ann's** home address:

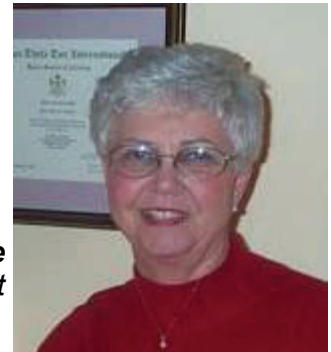
Ann Moore
4120 Baxter Trail
Suwanee, GA 30024-8384

Congratulations to **Heath Brown** who married Marjorie on 07/05. **Heath** is the manager of the WOCN department at Kennestone Hospital, Marietta, Ga. We extend our best wishes to Heath and Marjorie for a lifetime of love, laughter, and great happiness.

Vi Poteete will be retiring after 26 years of working as a WOC nurse at Wellstar Kennestone Hospital. My last day of work will be 08/20/2010. I will miss everyone, but feel it is time to start a new chapter in my life. I would like to thank each and every one of you in the SER

for allowing me so many opportunities to learn and grow professionally. It has been a privilege to work alongside of such dynamic and dedicated nurses.

Vi Poteete
vipoteete@bellsouth.net



Georgia WOC Nurses

With Vi Poteete's retirement, Georgia needs a new State Reporter starting with the next Newsletter. (Fall 2010 after Regional Conference) Becoming the State Reporter is a perfect way to get involved with other Georgia WOC nurses, the SER and as a bonus earn PGP points! Each article is worth 5 Professional Practice points, up to 15 points per specialty. The SER Newsletter is published 3 times a year. If you are interested contact,

Laura Shafer lshafer@gwinnettmedicalcenter.org
 or
 Patti Haberer uspah@coloplast.com

Greeting from the Great State of Alabama

Jessie L Dickerson, RN, MSN, CWON-AP, CFCN

The unrelenting Summer heat wave has exhausted just about everyone during this season. Thus, the reason for the paucity of newsworthy articles.

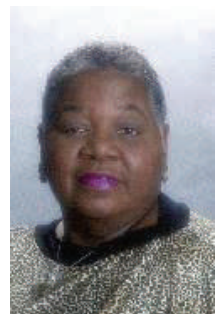
The Alabama WOCNs would like to take this opportunity to congratulate Sharon White as she takes on the new WOCN position at BMC Princeton Hospital, Birmingham. We wish her well.

We also congratulate Kelly Suttle as Chairperson of the very successful Ostomy and Continence Workshop held recently at UAB on Friday, July 16th. Great job Kelly!

We are still celebrating the overwhelming response to our Innovative Pressure Ulcer Spring Conference held on April 6, 2010 by the Alabama WOCNs. The Conference was a huge success and we are very grateful to all of the participants for their very positive reviews.

The Crohn's and Colitis Association Walk-A-Thon was held on June 5th at Homewood Park. The Alabama WOCNs joined the UOA group (Guts and Butts) as participants in this most worthy cause. It was exciting and successful as we attempted to "walk through a colon".

Respectfully submitted,
 Jessie L. Dickerson, RN, MSN, CWON-AP, CFCN



Educational Opportunities Director—Special Projects

Sharon Traylor, RN, CWON

Sorry to say I wasn't able to attend the WOCN/WCET Conference but I'm sure it was outstanding. I've never been disappointed in any WOCN conference. However, I **really** enjoy the SER Conferences. The topics, speakers, members and even the atmosphere can't be beat, so please don't forget to join us at:

2010 SER WOCN Annual Conference – Sept. 30 to Oct. 3, 2010
WOC Nurses...Closing the Gap – Concord, NC

Other Conferences Available:

- Clinical Symposium on Advances in Skin & Wound Care:
Orlando, FL - Sept. 30 to Oct. 3, 2010
- 5th Annual Wound Care Symposium - Beneath the Surface: In Depth Focus on Wound Care
Miami, FL – Sept. 25, 2010
Baptist Health South Florida 786-596-2398
- Skin & Wound Care
Tampa, FL - Aug. 30, 2010
Orlando, FL - Aug. 31, 2010
West Palm Beach, FL - Sept. 1, 2010
PESI HealthCare 1-800-843-7763

Online learning opportunities:

- WOCN website – Global Learning Center
- nursingcenter.com/CE – continuing education articles:
CE's from WOCN journal
CE's from topic skin/wound
- medlineuniversity.com – programs on pressure ulcer prevention, continence, wound care and more
- us.coloplast.com –programs on pressure ulcers, incontinence and ostomy management
- inquisit.org - online/live programs
- ehob.com –educational webinars
- nursingceportal.com – online specialty courses

Don't forget to add our DVD's (on sale) to your collection of educational material (available at www.serwocn.org)

Enjoy the adventures of summer but stay safe...

Sharon Traylor
sharon.traylor@winterhaven.org



Summertime in Tennessee!

Mona Hector, BSN, RN, CWOCN

Summer on the Mississippi river side of Tennessee is a special experience. In Memphis we are bidding farewell to two retiring WOC nurses, both with the Methodist/LeBonheur system. **Kathleen Chambers** retired on May 31 after 45 years as a registered nurse, the last 13 as a CWON. She has moved to Maumelle, AR. getting close to those grandbabies! She does plan to work part time as a WOC and continue her legal work. By the time this newsletter is in print, **Carol Holmes** will also be retired (as of July 3). I'll get an update on her leisure life. That also means Methodist is looking for some WOC nurses to take their place and it is a great place to work.

Martha Davidson, BSN, MN, CWOCN reports that Maury Regional Medical Center just achieved the nation's top 100 hospitals for quality. The Center is hosting southern middle TN's first Wound and Skin Fair Event, Oct. 29, 2010. Vendors will be dressed in costume and the fair will have a Halloween theme. Food and door prizes will be provided. All area physician's offices, home health agencies and skilled nursing facilities' nursing staff are invited to attend. The event is sponsored by the MRMC Skin Care Committee, chaired by Maury Regional's WOCN, **Carmen Jenkins**. **Carmen** also attended the WOCN conference in Phoenix.

Sheila Carter, FNP-BC, CWCN has opened an outpatient wound clinic in Lexington, TN. The Grace Clinic is located at 16570 Highway 104N. Services include wound, ostomy and foot care. For more information, contact sheila.carter@WTH.org. **Jenny Hurlow** GNP, CWOCN has been extra busy with presentations and had the opportunity to teach internal medicine residents from University of Tennessee. (All you know in 30 minutes type of thing!) She included some lovely slides showing how gauze can support bacteria growth over a rat model. **Jenny** will be happy to share her powerpoint with anyone in the SER

who is also willing to share our specialty to their local MD team.



Mark your Calendars!

The 2011 SER conference is September 15-18th at the Chattanooga Marriott and Convention Center. **Martha Davidson** is serving as Chairperson for the conference. Conference is about 15 months away, and lots of preparation needs to take place. She would like to request any of the Tennessee WOC nurses that would like to participate in the organization of the conference, to please contact her immediately. There are many committee chair and committee member positions that need to be filled. Helping with organizing this conference would be a fabulous way for someone to get PGP (Professional Growth Program) points for recertification. It would be wonderful to all have many of our talented Tennessee WOCNs participate in our SER conference planning. Please send any ideas for speakers or topics of interest for our 2011 SER conference to:

Martha Davidson BSN, MN, CWOCN
Vanderbilt University Medical Center
Martha.w.davidson@vanderbilt.edu
Office - (615) 343-4378
Cell - (615) 596-6505

This is Tennessee's time to shine!

A busy time is coming up so keep the news flowing to me.

Mona Hector
monahector@bellsouth.net
(901)358-2667

North Carolinians in the News

Judy Plemmons, RN, CWOCN

Melody Austin is the new President-elect for the NC group and will follow current President, **Colleen Spiller**. They will continue to lead the group in the deep tissue injury research project. The NC website continues to be popular averaging 67 hits per day and everyone was reminded at our meeting that grant money is available for recertification through WOCNB. The next NC group meeting will be August 6th in High Point.

Suzanne Collins reported from the Legislative Committee that the Medicare Learning Network website is easy to use and understand. It also offers the option of signing up for weekly emails. Additionally, the committee reported on the progress of the ANA towards recognizing WOCN as a specialty practice. Advanced Practice

nurses are expected to be one of the first groups with ICD-10 codes that will be integrated into Advanced Practice. The goal for the tri-specialty Advanced Practice nurse is to be recognized as a provider and have an identification number issued.

Other news includes our own **Phyllis Kupsick's** re-election as secretary of National WOCN. **Gloria Johnson** from CMC-Mercy is getting married on September 25th of this year. I (**Judy Plemmons**) recently lost my mother after caring for her at my home for the past three years. **Jody Bartner**, CWCN, employed at Harris Regional Hospital, Sylva NC, received a grant from WOCN towards her PGP recertification. **Fran Harris**, MSN, CDE, CWCN recently passed her wound certification exam. **Fran** is employed by Advanced Home

Care in High Point, NC.

Susan Stafford, CWOCN has been added PRN to the staff at



Watauga Medical Center as a WOC nurse and is assisting with developing a Wound Care Center. **June Smith** from Watauga Medical Center will be attending the 100th anniversary National Boy Scout Jamboree at Fort AP Hill and will be on the medical staff for the jamboree.

Remember that North Carolina will be hosting the SER Conference. We are requesting donations for the SER Conference Silent Auction. All contributions are welcome. We can provide a letter of receipt for you to use if you'd like to solicit donations from businesses/artists/friends/family. Please contact lori_yerse@westcare.org for a copy of the receipt or for additional details. Thank you in advance for your help!

Judy Plemmons
JDPlmmo@aol.com



SER WOCN Conference Report

Trudy Huey, 2010 Conference Chairperson

Ladies and Gentlemen! It is time to register for the 2010 SER WOCN Conference in Concord, NC. Our meeting is fast approaching at the Embassy Suites, Concord, NC on September 30 - October 3, 2010. New this year will be the ability to register online.

If you have not seen the brochure, you can download from the website and share with your colleagues. As you are visited by your local representatives, please invite them to participate in the conference. There is a Vendor Brochure also on the website so spread the word.

Rob Hill, Great Comeback Award Winner and mountain climber, will be our keynote speaker. Rob has just con-



quered his 7th Summit with his successful climb of Mount Everest this spring. So he will have much to share related to his own "Closing the Gap: IBD Won't Stop Me" presentation.

Our speakers are renowned national and international speakers. The Education Committee has worked hard to present a balanced, quality program encompassing all the areas of our practice. Full attendance will provide you with 20 contact hours and an additional four are available if you attend the Pre-conference offering on Compression Therapy presented by **Jan Johnson**, **Stephanie Yates** and **Johanna Burgess**. Attendees for their session will receive four hours of didactic and clinical application of compression therapy products.

If you are interested in shopping for a good deal, the 2010 SER Conference is the best deal hands down. At the Embassy Suites, you will have a fully cooked breakfast and an evening reception in the lobby daily. Lunch is in the exhibit hall and thanks to the generosity of our vendors

there will be sponsored events on Thursday and Friday evening that you will not want to miss. Of course, Saturday evening will be the SER Awards Dinner and Induction of Officers. If you are interested in further retail therapy, the Concord Mills is across the street. And if you are interested in more private you time, there is a glorious spa at the Embassy Suites offering superb services for even the most discriminating spa seeker.

On behalf of the NC WOC group, we hope you can come to see this part of our



lovely state and all it has to offer. We know there are many conferences you can attend, but at this conference you will be able to get your PGP points in all areas of wound, ostomy, continence and professional practice. Come and experience the thrill of the race and Closing the Gap: Evidence, Knowledge and Practice!

*Trudy Huey RN MSN
CWOCN
2010 SER WOCN Regional
Conference Chairperson*

Southeast Region WOCN

2010 Annual
Conference

WOC Nurses...

Closing the Gap

Sept 30—Oct 3
Concord, NC

(outside Charlotte)

Online registration is available at www.serwocn.org

SER 2010 Elections—Wanted: “A few Good Women or Men”

Marta Bullard, BSN, RN, CWOCN

Nominations Committee, Chair

Please keep in mind that the Nominations Committee is accepting Consents to Serve for Board Positions coming available in our next election. If you are interested in a Board position or serving on a committee in the upcoming year contact your Nominations State Representative or myself.



Consent to Serve forms are now located online.

AL	Kelly Suttle	205-934-6904	ksuttle@uabmc.edu
FL	Kim Kehoe	386-314-9964	kkehoe@medline.com
GA	Kathy Boyle	678-312-2607	kaboyle@gwinnettmedicalcenter.org
NC	Cordelia Lucas-Sherrod	252-443-8521	clucas-sherrod@nhcs.org
SC	Tena Jordan	864-725-5018	tjordan@selfregional.org
TN	Marta Bullard	423-495-4325	Marta.bullard@kci1.com

Thank you,

Marta E. Bullard, BSN, RN, CWOCN
Nominations Committee, Chair

The following positions open for nomination:

President

The President shall serve as the chief executive officer of the SER WOCN. The President shall also serve as a member ex-officio, with the right to vote on all committees except the Nominations Committee. The President shall make all required appointments of standing committee chairpersons and special committees with the approval of the SER Board of Director. The President shall perform other duties as are necessary to the office of president or as may be described by the SER Board of Directors. The President shall serve one year as a non-voting member of the SER Board of Directors upon completion of the term of office.

Vice-President

The Vice-President shall perform the duties of the President in the absence or incapacity of the President. The Vice-President shall succeed to the office of the President in the event it shall become vacant. The Vice-President shall perform such duties as may be delegated by the President or by the SER Board of Directors. The Vice-President shall serve as the SER liaison to the WOCN Public Policy Subcommittee. The Vice-President shall be responsible for maintaining the bylaws and the policy/procedure manual.

Director of Awards

The Director of Awards serves as the coordinator of the Youth Rally Sponsorship, Celebrate WOC Nurse Week Award, SER WOC Nurse of the Year and Rookie of the Year Awards, and the Dorothy Doughty Research and Fall Conference Scholarships.

Director of Communications

The Director of Communications shall serve as the editor of the SER Newsletter. The Director of Communications shall serve as the webmaster for the SER website.