Mickey Mouse and members of the 2013-2014 SUNA Board of Directors welcomed conference attendees. Pictured (from left, standing) are Immediate Past President Debbie Hensley, Northeast Regional Director Kristine Green, Secretary Debbi Buback, Mickey Mouse, President Cheryl LeCroy, President-Elect Vic Senese; (sitting) Treasurer Valre Welch, North Central Regional Director Vanessa Spears, Southeast Regional Director Shanna Atnip, and Western Regional Director Peggy Hayes.

Executive Committee

President
Cheryl LeCroy, MSN, RN
President Elect
Vic Senese, BSN, RN, CURN
Past President
Debbie Hensley, BSN, RN, CURN
Treasurer
Valre Welch, MSN, CPNP
Secretary
Debbie Buback, MSN, RN, ANP

Regional Directors

Northeast Region
Kristine A Green, MS, CURN
North Central Region
Vanessa Spears, MHA, BSN, RN, CURN
Southeast Region
Shanna Atnip, MSN, RN, WHNP-BC
Western Region
Margaret (Peggy) Hayes, BSN, RN, CURN

Assistant Regional Directors

North East Region
Virginia LaFaro, FNP-C, CURN
North Central Region
Jill Freeman, MAN, APRN-BC, APN, CURN
Southeast Region
Fran Bryant, BSN, RN
Western Region
Denise J. Kramer-Levien, RN, CURN

Committee Chairpersons

Bylaws
Vic Senese, BSN, RN, CURN
Nominating
Deborah Hensley, BSN, RN, CURN
Annual Symposium
Alis Panzera, DrNP, WHNP, RN
Annual Conference
Lee Ann Boyd, MSN, ARNP, CURN
President Cheryl LeCroy led the organization through continued financial challenges and an economy in flux by working toward lowering expenses and increasing revenues. The SUNA Board of Directors continued to find ways to be fiscally responsible in a time of budget deficit and declined membership. SUNA continued to strive to find a balance of enhancing membership value by offering more quality, evidence-based educational programs and products/services that truly matter to our members with fewer resources. Expenses continued to be closely monitored and reduced in many areas across the organization in an effort to gain back financial stability. The Board of Directors fully supported this effort with a series of initiatives undertaken to meet this goal. Eliminating the
SUNA Party at the Annual Conference was a proactive approach as the current venues have so much to offer members during their free time to sustain SUNA’s ultimate success. Despite these great financial challenges, SUNA continued to use the strategic plan to develop new goals and projects in line with our Mission, Vision and guiding beliefs to lead this organization. With all of the hard work by the Board, SUNA is becoming stronger financially and continuing to meet member needs. The new mascot for SUNA “Tinkles” has been “seen” everywhere and has become a hit with members. President Cheryl LeCroy appreciated the board of director’s positive attitudes and willingness to continue to best meet member’s needs.

Management Company- Anthony J. Jannetti (AJJ) January 2014, Michael Brennan was appointed as SUNA’s new Executive Director. Michael has been with AJJ since 1996, as the Director of Conferences and concurrently serves as the Executive Director of CBUNA, our certification board and the Executive Director of Gerontological Advanced Practice Nurses Association (GAPNA). SUNA was very fortunate to have Cheryl Page join our SUNA team and has made a very smooth transition for the board of directors as well as the entire organization. Both have rapidly assumed these positions and have offered many contributions to SUNA.

SUNA membership: as of 10/2013 was 2,307 with 37 active chapters. The membership campaign, “Score with Four or More” was implemented again due to previous successful programs. The 2013-2014 campaign had 71 recruiters participating with a total of 145 new member recruited to SUNA. Any SUNA member who recruits 4 new members will receive a free one-year SUNA membership AND be entered into a drawing to win a free registration to SUNA’s Annual Symposium or Annual Conference.

2014 Corporate/Sustaining Members: We have 1 Corporate Plus member, 9 Corporate members and 11Sustaining members. Twelve joined at the Corporate Level and 12 joined at the Sustaining Level. Two new companies that joined at the Corporate Level were AbbVie and US Med. Our corporate sponsors are an essential partners and a source of financial support for SUNA.

GAUN (Global Alliance of Urology Nurses): Member organizations include SUNA, British Association of Urological Nurses (BAUN), European Association of Urology Nurses (EAUN), Australian & New Zealand Urological Nurses Society (ANZUNS) and Urology Nurses Association of Hong Kong (UNAHK). GAUN’s mission is to seek to foster a global urology nursing alliance to promote excellence, share knowledge, and set standards for quality urological nursing practice and patient education for all levels of professionals.
Education:
SUNA continues to be the authoritative nursing organization for urologic education. SUNA includes specific criteria related to Evidence Based Practices in all educational programs. The 2014 Annual Conference Planning Committee was finalized in January 2014 and implemented the virtual planning meeting phone calls in order to reduce budget expenses. In addition to nursing contact hours, Pharmacology hours were available and CMEs were also awarded to our PA colleagues.

SUNA Online Library:
Members can access quality continuing education by obtaining the specific content needed for their practice focus and complete it online at their own convenience. The SUNA board approved to offer members 13 free monthly CNE in 2014 in response to the membership survey and efforts to increase member’s usage of the online library as well as help membership satisfaction and retention. It had 1741 downloads from November 2013 to August 2014.

Urologic Nursing Journal:
Urologic Nursing was selected as one of the journals listed in the 2012 NAHRS Selected List of Nursing Journals. The Journal On-line Repository was continued in 2014 thanks to a generous sponsorship from the Chicago Chapter. This exclusive funding sponsored the repository containing articles dating back to 2010 through the end of 2014. There will be opportunities for other chapters to sponsor in future years. The journal continues to be a great member benefit under the leadership of Editor, Jane Hawks.

UroGram:
The Urogram continues to be a great resource of SUNA News and Events under the guidance of Editor, Jeanne Held-Warmkessel and Managing Editor, Kathy Thomas. The Urogram continues an exclusive online publication in May 2013. A page-flip version of the newsletter was introduced with the July 2013 issue. The board approved to transition the Urogram as a quarterly publication beginning in January 2014. Issues are labeled Winter (January), Spring (April), Summer (July) and Fall (October).
Social Media: As part of SUNA’s marketing plan, SUNA is promoted on Facebook and is a valuable resource for member networking and promotion of educational events and news. SUNA had over 955 fans and growing!

SUNA Core Curriculum for Urologic Nursing (1st Edition) This publication is well underway. Co-Editors, Jean Wyman and Diane Newman along with Carol Ford, Managing Editor are working hard to insure the Core is a comprehensive, relevant and high quality publication. Barbara Broome completed the nursing theory and framework for the core with a colleague from the University of South Alabama, School of Nursing Kay Lynn Olmsted, Asst. Professor. This comprehensive publication is anticipated to be completed in the Fall of 2015.

Other Publications: AUA/SUNA collaboration white paper on “Catheter Associated Urinary Tract Infections and Cystoscopy” Medikidz: SUNA had the opportunity to collaborate with Medikidz in creating a pediatric educational comic book (utilizing Super Heroes) discussing intermittent catheterization. Debbie Hensley and Valre Welch reviewed the various drafts. The comic books are now printed and available through the SUNA online store.

Health Monitor Network: SUNA supported to co-promote a Prostate Cancer Treatment Guide developed by Health Monitor Network.

Website: The website was updated to be more current, dynamic and offer easier searches and navigation for members. The website remains current, relevant and informative under the creative leadership of Kathy Thomas, Website Coordinator. Mary Anne Wasner extended her term to serve as the Associate Website Coordinator. This year added forums for Special Interest Groups and Chapter leadership to have better communication and sharing of ideas.

Forums: The SUNA Forums were another added feature to the website. The Special Interest Group (SIG) Forums serve as a platform to communicate the latest clinical practices, news and ideas to our members that share similar practice areas. The Forum is a member benefit that adds value and continuous networking to our membership. Member testimonials are encouraged and posted on the home page. This feature is open to anyone who wants to share or offer credibility about our membership. Forms can be found under the “About Us” tab. This year added Chapter Leadership forum group to facilitate problem solving and sharing.

Ambassador Program: In June 2013, the SUNA board approved to launch an Ambassador Program at the 2013 Annual Conference in Chicago. This program was initiated as a result of member feedback on conference evaluations and as another step in keeping with the priorities established in our Strategic Plan to enhance effective communication and engage our members. This program was also created as a way to mentor and involve new SUNA members and first-time attendees to a national conference. The first Ambassador Program in Chicago welcomed 44 new members and/or first-time attendees to make them feel a part of the SUNA family.

Legislation: Legislative Chair, Mary Meskel, RN, CURN accepted role and kept SUNA active and informed of initiatives and legislative issues of the Nursing Community for the past 3 years. She attended the Legislative Seminar in Washington, DC.

Foundation: The SUNA Foundation continues to thrive under the leadership of Ardeth Hale. This year the Silent Auction was changed due to cancellation of SUNA Party. Items were available for viewing and bidding until the close of exhibits. Also a raffle of 3 large ticket item was added. The Symposium Raffle raised $3250, Annual Conference Silent Auction $5989 and Annual Conference Raffle $2980. The Foundation continues to award multiple scholarships each year including to members who apply for an opportunity to attend a national conference. The Foundation started a new Donor Program. Will record money donated to Foundation from March 31-April 1ST. Ribbons will be awarded for Bronze Level $25-100, Silver $101-250 and Gold for $251+. The Foundation started a new Donor Program. Will record money donated to Foundation from March 31-April 1ST. Ribbons will be awarded for Bronze Level $25-100, Silver $101-250 and Gold for $251+.

Research: No further research funding is available at this time. YIRP/EIRP funding applications were pulled from the website until more funding can be secured.
BCAN: In November 2013, the SUNA board approved a collaborative partnership with the Bladder Cancer Advocacy Network (BCAN) to help promote the awareness of bladder cancer and improving public awareness. SUNA members are invited to participate in BCAN webinars and to organize local bladder cancer fundraiser walks as a community service effort. SUNA promotes these activities on the SUNA website and E-Newsletter. BCAN was very grateful for the efforts that urology nurses continue to make regarding the annual walk to raise awareness of bladder cancer and raise funds for BCAN. In May 2013, there were a total of 66 walks of which 10 involved urology nurses.

SUNA/AUA Collaboration: SUNA Leadership continues efforts to strengthen our relationship with the AUA. It is essential that SUNA increase the AUAs awareness of the expanded roles of the advanced practice professionals in the clinical setting. Dr. Lawrence Ross is the current AUA liaison to SUNA. SUNA member of AUA committee on APN/PA looking at working together. Currently participating on position paper on Bladder Chemotherapy.

2014 Annual Symposium: Incontinence and Pelvic Floor Disorders
Our Annual Symposium is dedicated to providing education and professional development for members with focus on optimizing care for our patients with incontinence and pelvic floor disorders. 221 urologic nurses and health care professionals attended the 2014 Symposium, held March 13-16, 2014 at the Broadmoor in Colorado Springs Colorado. The exhibit hall totaled 33 Exhibitor Booths representing 29 companies. The Symposium offered quality and relevant educational programs under the leadership of Amy Hull, Chairperson. The planning committee also included Research Liaison, Christine Bradway, PhD, RN, FAAN, Donna Carrico, WHNP, MS, Katy Bortel, MS, RN, CCRP, Carolyn North, RN, CURN and SUNA Education Director, Rosemarie Marmion, MSN, RN-BC, NE-BC. The popular UDS Track, with Tamara Dickinson, as Course Director, was again offered at the Symposium with updates made in response to last year’s evaluations. The course provided basic principles of Urodynamic testing with case studies and a hands-on session with emphasis on the latest ICS standards and terminology. The 2014 Symposium provided a dynamic and high quality, evidence-based program of specialized knowledge dealing with incontinence and pelvic floor disorders.

The 45th Annual Conference
Providing educational sessions for every practice level, SUNA drew more than 411 urologic healthcare professionals to Orlando, FL October 31-November 3, 2014 for the 45th Annual Conference. The Florida Sunshine SUNA Chapter was the conference host chapter. Multiple and diverse topics were presented. One of the most popular sessions was the Advanced Practice Workshop which allowed attendees to rotate among multiple hands-on stations. The overall conference was approved for 14.25 contact hours plus additional contact hours were available for preconference workshops and 12 CME and 3 hours of pharmacology. Again this year, 5 FREE additional contact hours were awarded to full conference registrants. There were 53 Exhibitor Booths. The Annual Conference Planning Committee included Chairperson, Lee, Ann Boyd, MSN, RN, ARNP, CURN, . Research Chair, Barbara Broome, PhD, RN, FAAN, as well as planning members Lori Cornelius, RN, CURN, Leanne Schimke, MSN, CRNP-C, CURN, Cindie Neufeld, RN, CURN, Ken Mitchell, MPAS, PA-C, PA and Gina Powley, MSN, RN, ANP. SUNA Education Director, Rosemarie Marmion, MSN, RN-BC, NE-BC. Certification Review Course Director, Christy Krieg, MSN, CURN and APN Course Director, Sue Lipsy, ANP-BC, CURN.


2014 LECTURESHIP AWARDS

ARTHUR T. EVANS LECTURESHP sponsored by the AUA
Awarded to Susan Quallich, ANP-BC, NP-C, CUNP “Sorting Out PSA: Screening Smarter”

PATRICIA PUTETTI MEMORIAL LECTURESHP sponsored by the Mississippi Valley Chapter of SUNA
Awarded to Jeffrey Abaugh, PhD, APRN-BC, CUNP “Advanced Practice Focused Workshop Part II: Examination of the Male Genitalia

PAST PRESIDENTS LECTURESHP sponsored by the SUNA Past Presidents
Awarded to Lee Ann Boyd, MSN, ARNP, CUNP “Evaluation and Management of Bladder Cancer”

WYLAND LEADBETTER LECTURESHP sponsored by the Upper Midwest Chapter of SUNA
Awarded to Valre Welch, MSN, RN, CPNP “Understanding and Meeting Challenges of Transitioning the Adolescent Patient with Neurologic Bladder into the Care of an Adult Practice-What Do You Need to Know to be Successful?”

RUSSELL CHURCH MEMORIAL LECTURESHP sponsored by the Florida Sunshine Chapter of SUNA
Awarded to Christy Kreig, MSN, FNP, CUNP “Medical Management Recurrent Renal Calculi”

VANCE CASELMAN LECTURESHP sponsored by the Northern California Chapter of SUNA
Awarded to Carrie Collin, BSN, RN, CURN “Preoperative Education Class for Men Undergoing Robotic Radical Prostatectomy”

IAN THOMPSON MEMORIAL LECTURESHP sponsored by the Columbia/Presbyterian Chapter of SUNA
Awarded to Amu Hull, MSN, WHNP-BC “The Use of Estrogen Therapy in Pelvic Floor Disorder”

RUTH HUGHES LECTURESHP sponsored by the Greater Houston NP-BC
Awarded to Cheryl LeCroy, MSN, RN “Urinary Incontinence A to Z”

2014 Awards and Business Meeting

President’s remarks summarized the past year with goals to reduce expenses enhance member value and meet member’s expectations. The Strategic Plan was expanded to include Evidence-Based Practice and increase membership.

Election results:
President Elect: Vanessa Spears
Treasurer Frances Foley
New Directors at Large
Kristine Green, Margaret Hayes, Shanna Atnip and Gwendolyn Hooper
President LeCroy expressed appreciation to outgoing SUNA leaders;
Valre Welch, Interim Treasurer
Deborah Hensley- Immediate Past President

Incoming Leaders Welcomed:
Darla Cleaves, OR/Csyt/ESWL SIG Leader
Mary Meskel, Legislative Chair
Amy Hull, Symposium Planning Committee Chair
Leticia Armstrong, Continence SIG Leader
President LeCroy passed the gavel to incoming President Vic Senese

President Senses discussed why SUNA was important to him and the constants and opportunities of being a SUNA member. He closed by challenging members to become involved with SUNA at both the local and national levels and most of all, be a SUNA Advocate!

Treasurer’s Report given by Valre Welch. SUNA remains vibrant and robust, despite a deficit budget. Bottom line-SUNA is winning the Battle!

Foundation: Carol Einhorn gave an update on scholarships and budget. The Foundation remains strong!
CBUNA President: Marianne Borch provided updates on the ABNSC application and number of certified members was at 643.
Score with 4! Membership Recruiters
Linda Adams and Charlene Vollmer

Winner of the drawing for Free Annual Conference or Symposium

2014 SUNA CHAPTER AWARDS:

Little Chapter with a Big Heart: Yakima Valley Chapter
Most Improved Chapter: Northern California Chapter
Chapter with Best Communication: Chicago Metro Chapter
Chapter with Exceptional Educational Programs: Mississippi Valley Chapter
Chapter with Exceptional Contributions to SUNA: Greater Dallas/Fort Worth Chapter
Chapter with Exceptional Community Activity: Rocky Mountain Chapter

CHAPTER OF THE YEAR AWARD was presented to UPPER MIDWEST CHAPTER

ADDITIONAL AWARDS

RON BRADY CAREER MOBILITY SCHOLARSHIP
Presented to Anne Remington, RN, CURN

SUSZETTE MCKAY MEMORIAL EXCELLENCE IN UROLOGIC NURSING
Presented Kay Collela, MSN, ANP-BC

MACFARLANE AWARD
Presented to Garrett Blake, CUA

CATHERINE-ANN LAWRENCE LITERARY EXCELLENCE AWARD
Awarded to Benjamin Lamb, PhD, MRCS, Rozh T. Jalil, MRCS, Sujay Shah, MRCS, Katrina Brown, PhD, Paula Allchorne, MBA, Dip., RN, CNS, Charles Vincent, PhD, James S.A. Green, LLM, FRCS (URO), and Nick Sevdalis, PhD

MANUSCRIPT REVIEWER AWARD
Awarded to Francie Bernier, PhD, RN

FOUNDATION SCHOLARSHIPS

2014 ANNUAL SYMPOSIUM SCHOLARSHIPS
Awarded to Debra Crawford, RNC
Jody Hughes, RN
Patricia Patterson, RN

2014 ANNUAL CONFERENCE SCHOLARSHIPS
Awarded to Carol Asher, MSN, FNP-BC
Mary Beth Hendricks, DNP, CUNP
Cindy McLean, LPN
Jamie Olson, RN, CURN

Annual Ardeth Hale Leadership Award
Carol Einhorn, MS, RN, APRN, GNP, CURN (Rtd)

Jan LeBouton Certification Scholarship
Sara King, CMA
COMPLIMENTARY REGISTRATION FOR LABORIE URODYNAMICS COURSE
Awarded to

CHAPTER ENHANCEMENT SCHOLARSHIP
Awarded to Dallas/Fort Worth Chapter

2013 REGIONAL MEMBERS OF THE YEAR AWARDS:

Northeastern Region: Margaret Hammond, RN, CURN
North Central Region: Gina Powley, MSN, APRN-BC
Southeast Region: Irene, Stazzzone, RN, CURN
Western Region: Katie Wall, MSN, FNP-C

2014 PRESIDENTS TROPHIES

OUTSTANDING CONTRIBUTIONS TO UROLOGIC NURSING
Awarded to Jane Hokanson Hawks, PhD, RN-BC, FAAN

OUTSTANDING CONTRIBUTIONS TO SUNA
Awarded to Diane Newman, DNP, ANP-BC, FAAN, BCB
Jean Wyman, PhD, APRN, GNP-BC, FAAN

ANNUAL CONFERENCE PHOTOS

Opening of Exhibits
Members Visiting Exhibits

Silent Auction and Raffle were huge success...

We raised Total of $9524!
President LeCroy turning over presidency to incoming President, Vic Senese

SUNA Board of 2014-2015