

# COMMUNIQUE

THE NURSE PRACTITIONER ASSOCIATION New York State

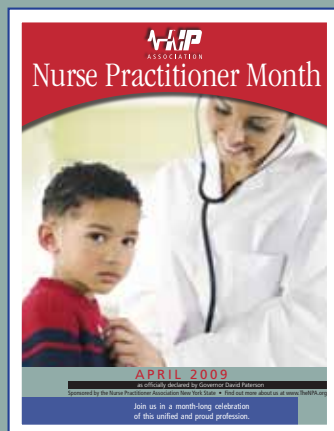
Fall 2009

*Special Edition*

# annual report

*of the*

Nurse  
Practitioner  
Association  
New York State



also available at  
[www.theNPA.org](http://www.theNPA.org)

# JOINT MESSAGE TO OUR MEMBERS

## FROM THE CHAIR AND PRESIDENT/CEO



With history as our guide, we are proud to report on our program activities this year and our many accomplishments made possible by our dedicated and talented core of NPA leaders, volunteers, and professional staff!

From a historical perspective, over two decades ago our organization was struggling to bring legal title and scope to the profession. As you can imagine, there were many roadblocks and obstacles to overcome. At that time, it had been noted that even the State Nursing Association was opposed to our proposed legislation on the grounds that they felt it *“unnecessary and possibly harmful to the nursing profession.”* In addition to political resistance to change and the usual and customary cast of characters actively creating difficulty for our bill at this time (e.g. Medical Society of the State of New York, among others...), our leaders of the day had to persevere. And they did!

As recounted by the late Dr. Nancy Macintyre in her book, *A Few Strong Women*, the Association, *“had a game plan:*

- Remain visible.
- Talk with other organizations about nurse practitioner issues.
- Know the needs and concerns of the other stakeholders.
- Be creative in letting people know what the nurse practitioners need.
- Be prepared to talk about and defend the issues.
- Keep the Senate and Assembly in the loop.
- Compile a project plan and schedule to make it happen.”

As Nancy had aptly pointed out, *“this was the beginning of the grass roots initiative that did, indeed, make it happen.”* With enormous effort and perseverance, three years later in 1988, the bill providing legal title and scope to Nurse Practitioners was passed by both houses and signed into law!

A lot has changed since that time and over the course of the past 20 years the profession has grown and blossomed. Nurse Practitioners indeed have advanced the practice of nursing, filling voids and bridging the medical model with the nursing model in an innovative and highly effective approach to healthcare delivery. Nurse Practitioners have cut the edge of healthcare delivery and today our sojourn continues!

This year, with input from our Chapters and Regions, our Board of Directors set our Association’s compass headings in a direction with one singular purpose: To promote high standards of healthcare delivery through the empowerment of Nurse Practitioners and the profession throughout New York State: our mission. And just like our past leaders, we also have a plan, which follows the fundamental framework of our past, successes and strategies: hard work, active involvement, and perseverance.

Within this context, we hope you take the opportunity to review this year’s activities and accomplishments which are outlined in this 2009 Annual Report knowing that at the epicenter of what we do is always, you, our members.

Thank you for your support and membership in our Association community.

Sincerely,

*Seth M. Gordon*  
**President & CEO**

*Ralphe Matuszewski, FNTP*  
**Chairperson**

## THE NPA AND YOU



This year, as a member centric organization, the NPA Board of Directors and our professional staff have worked hard on behalf of members and the profession. Fundamentally, working within the framework of our New Horizons Strategic Plan, we have concentrated on five (5) major goals essentially important to our mission as an Association:



- MAINTAINING A STRONG AND UNITED VOICE IN GOVERNMENT
- PROMOTING THE PROFESSION THROUGH INCREASED VISIBILITY & PUBLIC AWARENESS
- BUILDING BRIDGES WITHIN THE HEALTHCARE COMMUNITY
- SERVICING THE NEEDS OF OUR MEMBERS EVERY DAY
- KEEPING OUR ASSOCIATION STRONG

## MISSION AND VISION

### MISSION:

*To promote high standards of healthcare delivery through the empowerment of nurse practitioners and the profession throughout New York State.*

### VISION:

*New Yorkers deserve access to Nurse Practitioners who are free to practice without unnecessary barriers. Nurse Practitioners are committed to providing quality care as integral members of a collegial healthcare community.*

# MAINTAINING A STRONG & UNITED VOICE IN GOVERNMENT



## THE NPA'S GOVERNMENTAL AFFAIRS PROGRAM IN ACTION

**T**his year we accomplished several primary objectives including reintroduction of our marquee legislation that would eliminate the statutory requirement of a collaborative agreement between a nurse practitioner and a physician and ensure reimbursement of NP services. This was a very challenging year in consideration that (1) outstanding bills from last year had to be reintroduced this year and assigned new bill numbers (and in some cases, new sponsors), and (2) the Senate Majority Conference had changed from one party to the other resulting in an entirely new set of Committee Chairs and players that we needed to forge new relations with and educate regarding our issues (including key legislative staff)!

Early on we met with Assemblyman Gottfried, Chair of the Assembly Health Committee and gained his continued support as a major champion of this bill. In addition, we gained a new friend in Senator Tom Duane, the new Chair of the Senate Health Committee who on several occasions emphatically pointed out that he “loved Nurse Practitioners”! We were also pleased that Senator Montgomery, a longstanding supporter of NPs and the profession, agreed to sponsor our marquee bill in the Senate. Both Assemblyman Gottfried and Senator Montgomery are strong advocates for the profession.

In addition to this significant legislation, our other legislative priorities were reintroduced in both houses for the 2009-2010 session. Two of our bills, DNR and Immunizations, passed the Assembly while DNR and Death Certificates advanced out of Committee and were on Senate third reading calendar and eligible for a full floor vote. In the intervening weeks to follow, the Senate would enter into an unprecedented state of chaos with the leadership struggles between both parties to follow thwarting any chance that action would be taken on our bills at that time. Nevertheless, with many seeds planted and many more to be sown, we will persevere like the leaders before us and mobilize once more for the future road ahead!

The following summarizes our 2009 legislative agenda and what happened:

- **Removal of Mandatory Collaboration S.2948 (Montgomery)/A.765 (Gottfried)** – *Referred to Higher Education Committees in both Houses.*
- **Do-Not-Resuscitate S.2947A (Hannon)/A.1719A (Gottfried)** – *Passed the Assembly, 3rd Reading in the Senate*
- **Immunizations S.4070 (Montgomery)/A.6654 (Gottfried)** – *Passed Assembly, referred to Senate Health Committee.*
- **NP Reimbursement Assurance S.4490 (Duane)/A.6651 (Gottfried)** – *Referred to the Insurance Committee in both Houses*
- **NP Access Protection Act S.4491 (Duane)/A.7877 (Gottfried)** – *Referred to Assembly Insurance Committee, Senate Health Committee.*
- **Death Certificates S.2969 (Montgomery) /A.2028-A (John)** – *Referred to Higher Education Committee in the Assembly, 3rd reading in the Senate.*
- **NP Workers' Compensation Access Act S.3908 (Duane)/A.3704 (John)** – *Referred to Labor Committee in both Houses.*
- **NPA License Plates A.4829 (Morelle)** – *Referred to Assembly Transportation Committee.*

## THE NPA AS A RESPECTED KNOWLEDGE SOURCE IN STATE GOVERNMENT



In addition to its work before the NYS Legislature, the Association also actively plays an important role in representing NP interests before State Agencies and the Executive Branch. This year we continued to press for NP inclusion in the State's Empire Plan; worked with the Department of Motor Vehicles (DMV) to amend regulations so that NPs are permitted to sign medical certification forms regarding those individuals who had a loss of consciousness event during motor vehicle operation (currently under consideration by DMV); and worked with DMV to issue a field letter clarifying that NPs are permitted to sign Article 19-A Certification of Bus Driver Physical Examinations without a co-signature of a physician pending revision of the DS-874 DMV Form.

Much has been written about the concept of Medical Homes this year and the NPA has been involved at all levels of the discussion. In New York, the State Department of Health (NYSDOH) is in the process of developing Medical Home standards that reportedly will be incorporated into the Medicaid incentive program to primary care clinicians and practices beginning later this year. The NPA was invited to attend a statewide meeting with other major stakeholders and Foster Gesten, M.D., Medical Director, Office of Health Insurance Programs. Key program components within the model will include increased emphasis on primary and preventive care; improved coordination of care and management of chronic diseases; improved communication with patients for follow up care including patient reminders for check-ups and screenings; and importantly, the use of electronic health records. The NPA strongly advocated the position that NPs need to be recognized as an integral resource within the model and directly participate in the management and coordination of care. Who better? NYSDOH has committed to work jointly with the NPA to realize this goal!

In other important program activities this year, the Association wrote a major position paper that was developed and submitted to the New York State Department of Education (SED) seeking

support from the Office of the Professions of our bill to remove statutory collaboration. SED support is obviously critically important to this effort! In a subsequent meeting with members of the Office of the Professions and State Board for Nursing, we were encouraged by the discussion and progress we made! As a result, the NPA was asked to assist with a future presentation of NP quality before other SED principals.

Last, in past membership meetings, members felt that the NPA should encourage our national NP organizations to work more closely together on national issues impacting the profession. Today, we are proud to report that the "take home" news from the national scene is one of professional unity! As reported by our National Affairs Chair, Dr. Susan Apold, *the major initiatives that have been advanced on behalf of nurse practitioners have been successful due to a new found and intentional policy of national nurse practitioner organization unity.* The NPA applauds this effort and thanks its members for contributing to this result.

During the course of this year's legislative session, the NPA representatives assisted by its lobbyist, Michelle Cummings of Patricia Lynch & Associates, made over sixty five (65) visits to legislators, staff, and state agency personnel, including PAC fundraising events held during evening hours! While not a direct correlation, our work has produced results! This year, over 75 legislators in the Assembly and Senate have supported NP friendly legislation!

*A special thanks* to our leaders, **Joy Elwell, DNP, FNP** for her steadfast support as Past-Chair and Chair of the Governmental Affairs Committee; **Susan Apold, Ph.D., ANP**, our Chair-Elect and National Affairs Chair and stalwart leader; **Patricia Donnelly**, Chair of our Statutory Collaboration Task Force and two-time Past Chairperson of the NPA who has been a constant force in our advocacy program; and last, **Ralphene Matuszewski, FNP**, Chair of the NPA, the glue that has helped bring all of this together this year!

# PROMOTING THE PROFESSION THROUGH INCREASED VISIBILITY & PUBLIC AWARENESS



Remaining visible has always been an important strategy in support of the Association's advocacy program, both presently and historically. Toward this end, the NPA's Board of Directors approved the continuation of our Legacy Fund this year as a means of helping us meet the challenge of increasing public visibility and awareness of nurse practitioners and our issues! The Board felt that that giving together and beginning a new Legacy would help enable our mission and advance the profession in support of our present and future healthcare needs.

Supported entirely by our Legacy Fund, the NPA's public relations program has swung into full gear this year! Our goal for the year is to raise \$35,000 in Legacy Fund contributions. To date, thanks to the generous contributions of eight (8) of our Chapters together with added member contributions, we have raised \$25,427 (approximately 73% of our goal).

The next step was to retain a Public Relations firm to lend their expertise to the process, which we did! With the assistance of our Public Relations Committee Chaired by Denis Tarrant, ANP, the Association retained a local firm, Ed Lewi & Associates. Members have consistently ranked the need to increase public awareness of the profession as a major priority and NPA leaders have listened!

## SUMMARY OF 2009 PUBLIC RELATIONS ACCOMPLISHMENTS

- The Legislative Gazette - "The Weekly Newspaper of New York State Government" – With help from our state and chapter leaders, a 4-page section of the Gazette was written highlighting NPs, NP Month, the NPA and our legislation.



- *April 18* - President & CEO Seth Gordon appeared on live morning radio with Joe Gallagher on WGY, 810 AM in Albany talking about the need for NPs.
- *April 19* - President & CEO Seth Gordon and Region 4 Director, Arlene Pericak, FNP-BC appeared on Fox "In Focus", a Sunday morning 30-minute television show in Albany, NY.
- *April 20* - Rochester Chapter President, Susan Smith, ANP-C appeared on ABC Channel 13, WHAM.
- *April 27* - Terry Smith, FNP appeared in a live television interview on WKTV (NBC-channel 2) in Utica.
- *April 28* - Pat Donnelly, FNP and partner Mary Oot, FNP appeared in a television interview with Brad Vivacqua on News 10 NOW (Time Warner in Syracuse), the segment began at 6:00 am in the morning and ran every hour throughout the morning.
- *April 29* - As a result of the NPA's PR program - Capital News 9 television interviews Ryan Marshall, FNP on Swine Flu.
- *April 30* - Jane Nugent, FNP appeared in a live television interview on Channel 13 (Albany) at 5:00 pm & 6:00 pm regarding the Swine Flu.
- *May 13* - Susan Smith, ANP met with the Health Reporter, Casey Bortnick from RNews (Rochester). The story focused on how NPs may be part of the solution to the physician shortages facing the nation, and New York State.
- *June 8* - Article published in Rochester Democrat and Chronicle - "State bill seeks to give more independence to nurse practitioners".
- *June 9* - President & CEO Seth Gordon interviewed by NPR Radio in Central NY about our Bill A.765/S.2948 to remove Statutory Collaboration.
- *June 9* - Tom Nicotera, Director of Membership & Public Affairs interviewed in Heath Leaders Media, an online publication of HC Pro, a provider of information, products and services to the Healthcare Industry.
- *June 10* - President & CEO Seth Gordon interviewed by Capital News 9 television along with Senator Gillibrand on the shortage of nurses and the availability of nurse practitioners to fill primary care needs. Segment ran on the hour all evening!
  - *June 19* - Arlene Pericak, FNP appeared for mid-day television interview on Channel 13, Albany News to talk about the role of NPs.





As you can see, the Legacy Fund has enabled us to get off to a great start! In comparing the exposure we received in total radio,

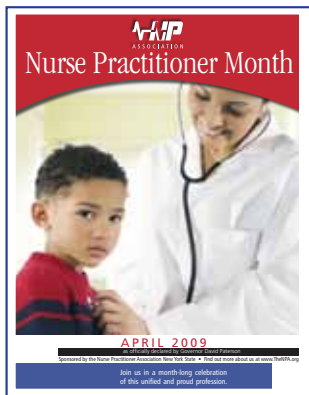
television, and print media, to what the same exposure would have otherwise cost if we had purchased advertising in the same medias instead, one can readily see how well we have done with our Legacy funds this year!

Just to give you an example, a 30 second ad on Albany Channel 13 in the evening averages \$300 per spot. Therefore the story with Jane Nugent on April 30 ran for about 90 seconds at both 5 and 6 pm, so the two segments would have cost \$1,800 as a straight ad buy. Running the numbers for each segment or article outlined above yields a dollar equivalent in the neighborhood of \$35,000. The publicity multiplier is typically considered to be 4:1. In other words publicity has four times the value as an ad in terms of message credibility. So, the \$35,000 is really more like \$140,000 in value.

To all of you that have contributed to the Legacy Fund, thank you! Please know how deeply your contributions are appreciated. A special thanks to all our chapters who support this important program. It is also fitting to acknowledge the beneficent contribution of \$20,000 this year from our NPA Long Island Chapter! Through their exceptional leadership and continued support of this important program, the NPALI is helping to lead the way!

**NURSE PRACTITIONER MONTH**

Following our history, we have not forgotten about the important recognition that you as Nurse Practitioners deserve! At the NPA's request, Governor Patterson declared April 2009 as Nurse Practitioner



Month acknowledging the quality care and important role you play within our healthcare delivery system. The proclamation helped generate a great deal of media attention and outcome that is described above!



**THE GREAT NEW YORK STATE FAIR**

Last, with over one million New Yorkers attending the Great New York State Fair in Syracuse, NY this year, nearly 50 volunteer NPA

members from around the state joined us to staff our Exhibit over a twelve day span to educate consumers about NPs and the profession! Volunteers are the backbone of our organization and we thank all of you for generously giving of your time.



*We also thank* Denis Tarrant, ANP, Chair of the Public Relations Task Force for his solid support and helpful efforts over the year.

# BUILDING BRIDGES WITHIN THE HEALTHCARE COMMUNITY



## BUILDING RELATIONS THROUGH COMMUNITY OUTREACH

The NPA recognizes the importance of maintaining close relationships with our healthcare community including the many Colleges and Universities with NP educational programs throughout the state. After all, students are our future!

This year, NPA leaders and professional staff helped to make our outreach program a success! While it is not possible with limited resources to reach out to all the schools in a given year, this year we visited and made presentations to several schools and local chapter functions. Educating NP students about our organization, where we came from, what we do, how we impact public policy and the profession, and the tremendous resource the Association can be to them...is a very important aspect of building bridges and connecting with the students, program faculty and the schools given that our future depends on constantly building our membership base anew.

Closer to home here in the State's Capital, we have built similar bridges with other healthcare organizations including the New York State Nurses Association (NYSNA); the Hospital Association of New York State (HANYS); the Health Facilities Association of New York State (NYSHFA); the New York Association of Homes and Services for the Aging (NYAHS) and others! In addition to maintaining and supporting our National NP organizations, the ACNP and AANP, we have also begun to reach out to other specialty organizations to explore ways we can support one another and add value for our members. Once again our hard work has paid off with both NYSNA and HANYS submitting support memos to the NYS Legislature in support of specific NPA legislation! As mentioned previously, we have very close and beneficial relations with SED and continue to build new ones with the Department of Health. For instance, recently the Association was invited to participate on a panel of healthcare experts on the future of primary care in New York! Building on this momentum, we hope to add to our reach out activities in the future!

## BUILDING RELATIONS THROUGH THE NP OF NYS PAC (POLITICAL ACTION COMMITTEE)

Attending political fundraising events is important. We are always amazed at the diversity of organizations, individuals and professional interests that attend these functions on a routine basis! Importantly, our organization's presence is noticed as well. Moreover, these events provide great opportunity to not only show support of those legislators who support us, but also to network with other members of the healthcare community in a relaxed environment. Therefore, maintaining a strong PAC helps us to maintain both visibility and excellent relationships with legislators and their staff.

This year, we were able to be present at major political fundraising events strategic to our agenda. Year to date, we have attended 15 such events in both the Capital Area and Local District. The average cost for us to support these events has averaged over \$700 each but is has been important. That is why building not only our membership but other resources such as our PAC is so important to our mission! With the year beginning with a new Senate majority and session ending in uncertainty, clearly the need to maintain our presence across a broad spectrum of legislators in both parties has proven essential.

NPA President &  
CEO Seth Gordon  
with Senator  
Stavisky (Senate  
District 16  
Flushing)



NPA President & CEO Seth Gordon with Senator Montgomery (Senate District 18 Brooklyn) and Senate Majority Leader Smith (Senate District 14 Queens)

## 2009/2010 PAC GOALS

CHAPTER	Total Members & Students as of 1/1/09	Total # Cont. as of 8/18/09	% of Members Contributing	Total 2009/2010 PAC Goals	Actual \$ Amount Cont. as of 8/18/09	% Goal Met for 2009/2010	% of Total Members*	% of Total Contributions*
Adirondack	22	2	9%	\$440.00	\$40.00	9%	1%	0%
Brooklyn/Queens	113	9	8%	\$2,260.00	\$315.00	14%	4%	3%
Capital	215	16	7%	\$4,300.00	\$790.00	18%	8%	6%
Chautauqua/Cattar	37	5	14%	\$740.00	\$185.00	25%	1%	1%
Dutchess Ulster	69	4	6%	\$1,380.00	\$175.00	13%	3%	1%
Finger Lakes	30	4	13%	\$600.00	\$110.00	18%	1%	1%
Greater Newburgh	100	9	9%	\$2,000.00	\$420.00	21%	4%	3%
Lake Ontario	35	2	6%	\$700.00	\$225.00	32%	1%	2%
Leatherstocking Catskill	39	1	3%	\$780.00	\$20.00	3%	2%	0%
Long Island NPA	620	132	21%	\$12,400.00	\$4,765.00	38%	24%	38%
Lower Hudson Valley	184	17	9%	\$3,680.00	\$846.00	23%	7%	7%
Manhattan/Bronx	104	5	5%	\$2,080.00	\$720.00	35%	4%	6%
Mohawk Valley	108	7	6%	\$2,160.00	\$450.00	21%	4%	4%
Rochester	173	12	7%	\$3,460.00	\$515.00	15%	7%	4%
Saratoga/Warren	61	2	3%	\$1,220.00	\$105.00	9%	2%	1%
Staten Island	41	8	20%	\$820.00	\$781.00	95%	2%	6%
Susquehanna	64	6	9%	\$1,280.00	\$270.00	21%	2%	2%
Syracuse	183	6	3%	\$3,660.00	\$290.00	8%	7%	2%
Thousand Islands	29	2	7%	\$580.00	\$100.00	17%	1%	1%
Tompkins/Cortland	52	6	12%	\$1,040.00	\$315.00	30%	2%	3%
Western New York	275	14	5%	\$5,500.00	\$831.00	15%	11%	7%
Individual	13	1	8%	\$260.00	\$10.00	4%	1%	0%
<b>SUB TOTALS</b>	<b>2567</b>	<b>270</b>	<b>11%</b>	<b>\$51,140.00</b>	<b>\$12,278.00</b>	<b>24%</b>	<b>100%</b>	<b>98%</b>
Individual (Non-Members)	N/A	4	N/A	N/A	\$260.00	N/A	N/A	2%
<b>TOTALS</b>		<b>274</b>			<b>\$12,538.00</b>			<b>100%</b>

Note: Target Goal set at \$10 per member/student/retired per year to correspond with 2-year election cycle  
The ratio of total NPA membership to the total PAC contributions.

This year our goal is to raise \$25,000 in PAC contributions; an ambitious yet important benchmark. To date, we have raised just over half that amount, \$12,538 with a member participation rate of approximately 11%. This is 2% higher than where we were at the beginning of the last PAC Campaign fund drive and much stronger economic climate.

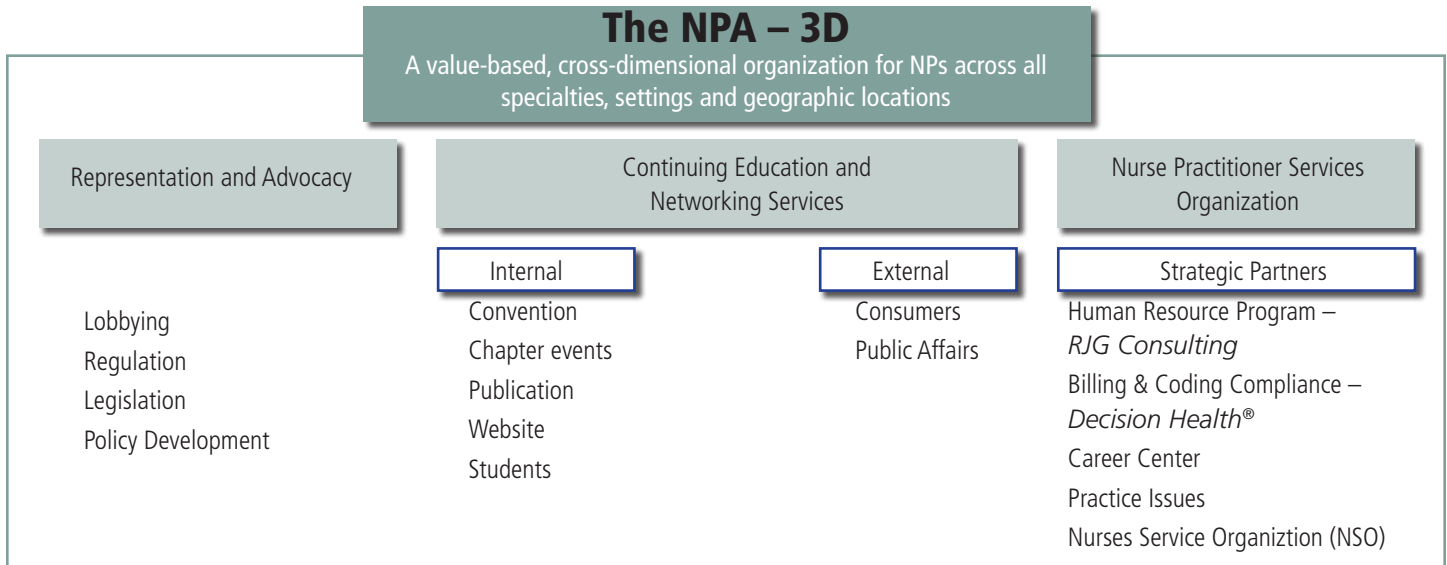
We would like thank all our PAC contributors as well as our PAC Officers for their support!

# SERVICING THE NEEDS OF OUR MEMBERS EVERY DAY



One of the ways the NPA remains a dynamic organization for its members is to operate in three (3) dimensions which we refer to as NPA – 3D. This was created based upon membership input and data collected longitudinally. The first dimension within this model is Representation & Advocacy (i.e. lobbying, legislation, regulation, and policy development), which

is a cornerstone of what we do, and what you as members, tell us what you expect of your Association. The second concerns itself with the provision of Continuing Education & Networking Services; another priority need identified by members. Within this area, the NPA looks to fill two sets of membership needs with programs focusing on both internal and external factors.



Internal factors relate to such things as our Continuing Education programs; Annual Convention, Publications, Website and other communication channels, all greatly and capably assisted by a statewide network of 21 NPA Chapters across seven regions. Externally, this year we have continued to focus on consumer education and advocacy including the creation of a new consumer section on our website; letter writing/petition campaigns both during the NYS Fair and by individual members; and, exploration of a new web-based NP Finder to help consumers access NP care. In addition, our Chair, Ralphe Matuszewski, has led an initiative which, recently approved by our Board, establishes as a new Membership Networking Task Force to help facilitate an inviting, convenient, fun and uniform means of inter-member communication connecting all of us together in a much better and more effective way!

These programs along with those in the planning stages, will lay an important foundation in which to build, grow and harness the many energies, talents and contributions of our members, consumers, and other supporters of the profession. This has led to the concept of a new Partners in Care program. As we look to constantly update our New Horizons Strategic Plan, we will continue to include innovative programs like this one within our planning discussions.

Our third and final dimension of our NPA 3-D program concentrates on specific program objectives that are personalized for individual members specifically. These include programs addressing the following areas through new relationships this year developed with our Strategic Partners; Nursing Services Organization (NSO); RJG Consulting; and nationally renowned DecisionHealth®.

## PROFESSIONAL LIABILITY INSURANCE COVERAGE

In our efforts to provide our members with valuable products and services, the Nurse Practitioner Association New York State (NPA) has partnered with Nurses Service Organization (NSO) to offer professional liability insurance for our members. With the constant increase in litigation, it is becoming more and more important to take steps to protect yourself and secure your financial well-being. The NPA has selected to endorse NSO to offer our nurse practitioners professional liability insurance for several reasons. NSO is the leading provider of professional liability insurance for nursing professionals. NSO insures over 675,000 nursing professionals – including more than 24,000 advanced practice nurses. They have a strong reputation in the professional liability insurance industry and their policy offers several features, such as license protection, personal injury

protection, defendant expense benefit, and assault coverage. NSO has gained the confidence and support of over 25 national, state, and specialty nursing associations who endorse NSO exclusively. NSO also provides excellent service with a team of knowledgeable, licensed Customer Service Representatives dedicated to serving nursing professionals and trained specifically for the needs of advanced practice nurses in New York State.

If you are considering a professional liability insurance policy, or have a current policy with another provider, think about contacting NSO for a quote. If you have questions about the professional liability policy, a knowledgeable client service representative will explain the coverage that is a crucial part of your professional peace of mind. Please call 1-800-521-7013 to speak with a customer service representative, visit NSO's website at [www.nso.com/thenpa](http://www.nso.com/thenpa), or send your request via e-mail to [npservice@nso.com](mailto:npservice@nso.com).

#### **DIRECT CAREER SUPPORT**

**A. HUMAN RESOURCE PROGRAM** - As part of our New Horizons Strategic Plan adopted by the Board of Directors, we introduced a new and exciting member benefit we refer to as our Human Resources Program (HRP). This program provides our members with access to a full range of human resource consulting at a deeply discounted or preferred rate, with the first 3 hours of consultation at no charge per member per year.

The Association engaged the services of RJG Consulting LLC of Ballston Lake, NY a full-service Human Resources Consulting firm. RJG Consulting is owned and operated by Ms. Rosanne J. Greenwood who as its President, is a seasoned HR professional with over 30 years of human resource leadership experience covering all areas of human resources management.

The NPA's HRP members benefit offers two modules.

**Module 1 - Employee Module** - designed for NPs in employment situations in a way that contributes to individual growth and career development through career advancement training and education; mentoring, and general consultation where needed.

**Module 2 - Employer Module** - designed for NPs who own and operate their own practices and who may be in need of HR services such as compliance reviews, wage and benefits administration, assistance with employee recruitment and selection, training and development programs, employee handbooks and policy and procedure manuals. Within this module, a featured service referred to as the Employer Start Up Package is also offered at a special member rate!

**B. NPA CAREER CENTER** - The Career Center at the NPA web site was revamped and updated during 2009. Our partner in this effort has a great track record of building Career Centers that offer value to both job seekers and employers. We have experienced an increase in marketing efforts targeted to NP employers resulting in a greater number of job postings, making the Career Center a more valuable resource for NP's looking for employment. Employers searching for NP's review our Career Center due to the number of resumes that have been posted.

#### **PRACTICE ASSISTANCE**

**A. DECISIONHEALTH®** - For more than 30 years, DecisionHealth® has served as the industry's leading source for news, analysis and instructional guidance for health care practitioners, providers, and their administrative staff. The award-winning journalists, with their deep industry contacts, capture the best practices and insights that you and nearly 100,000 other providers and professionals (specialty practices, home healthcare agents, hospitals, and free standing centers) have relied on for guidance and information.

As an NPA member you will receive preferred member pricing for the following services or products from DecisionHealth® Professional Services:

- Chart Reviews/Audits;
- Practice Compliance Assessment;
- Practice Revenue and Operational Assessment;
- Provider Shadowing;
- Customized Provider Education;
- Publications and online products, listening library and certifications;
- As well as an email based "Ask the Expert" capability on a free limited basis - covers coding, billing and compliance issues; and,
- Ezine – electronic magazine

DecisionHealth® Professional Services is the full-scale medical consulting and health law-related services for healthcare practitioners in solo and group practices, university faculty practices, integrated delivery health systems and medical device manufacturers. They understand that markets, political environments, opportunities and challenges are different for each organization and are sensitive to these issues and will work with members to obtain viable solutions for each unique situation.

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**B. PRACTICE ISSUES CONSULTING** - Our Practice Issues Consulting program serves the needs of our members when they are faced with questions within their practice as a NP. The Practice Issues Consulting program is a member benefit available at no cost for members. A special thanks to Mary Ann Cresanti, FNP, our Practice Issues Consultant, for her tireless efforts and assistance!

#### **Practice Issues Stats:**

As of August 21, 2009 there have been 163 individual Practice Issue cases. That is the equivalent to .70 cases per day. Of those, 69 (42.3%) have been resolved within 24 hours; 13 (7.9%) have been resolved within 48 hours; 11 (6.7%) have been resolved within 72 hours; 32 (19.6%) have been resolved within 4-7 days; 8 (4.9%) have been resolved after one week. 12 (7.5%) cases have been closed because of no response from the individual and 18(11.1%) cases are currently pending or pending legislation.

#### **Most frequently asked questions:**

- Reimbursement compensation as related to Medicare, Medicaid & private insurance;
- Malpractice insurance carrier issues;
- Scope of practice;
- Collaborative agreement issues;
- Worker's Compensation/No Fault Insurance;
- Responded to many NPs who were eliminated from the Medicaid Program because they failed to notify OHIP of current collaborator;
- Prescriptive privileges especially as related to DEA #s;
- Salary information;
- Clarification of SNF state/ federal regulations;
- Provided two NP Expert Witnesses.

#### **New Issues Clarified:**

- The NPA received verbal clarification from the Office of General Counsel, New York State Insurance Department that NPs may bill a No Fault Insurance Carrier for services provided for No Fault cases as long as the services provided are within the NPs scope of practice;
- NPs are not required to notify the State Board for Nursing when they receive National Certification;
- DMV forms for Temporary Handicapped Parking Permits may only be signed by a physician according to section 1203 (a) of the New York Vehicle & Traffic Law;
- CMS confirmed that physicians may delegate hospital rounds responsibility to NPs;
- NPs with prescriptive authority also have dispensing authority;
- The Office of School Programs in the NYS Department of Education have revised all pertinent school forms in order to permit NPs to act as authorized health care providers;
- When NPs also certified as RNFA's are working in the capacity of an RNFA, they are not required to have a collaborator;

- The DOH revised state LTC regulations to permit NPs to sign their collaborator's verbal &/or telephone orders;
- Since NP students do not have prescriptive privileges, their Instructor must co-sign the student's documentation.

#### **Issue Alerts:**

- Members need to be reminded that both Federal & State Statute specify that outpatient psychiatric treatment plans require a physician signature as referenced under 42CFR 440.90(a) and 14 NYCRR Section 587.16 (e)(1). The NPA continues to make both ACNP and AANP aware that they need to amend Federal Statute to permit qualified NPs to sign outpatient psychiatric treatment plans. In the interim, NPs must be aware of their legal scope at all times and not rely upon any employer to direct their practice. Common practices that are performed at the request of an employer may be inconsistent with statute/regulation and ultimately result in a penalty/fine or state disciplinary action.

### **ECONOMIC STIMULUS PACKAGE**

In addition to the programs above, this year the NPA Board of Directors took a bold step to financially assist our members in this economy. The Association introduced a two-part Economic Stimulus Package. This first component provided members with a temporary dues reduction of 10%. The second component provided members with a means for capturing further member savings through the "NPA Bucks" Voucher Program.

#### **FIRST COMPONENT – TEMPORARY DUES ADJUSTMENT**

The first component was a temporary downward dues adjustment in the Active Member category for the 12-month period beginning April 1, 2009 and ending with the March 2010 renewal cycle for 1-year memberships. Members saved \$20.00 for the 1 year active member category membership during this period. Those members that selected the two (2) year membership receive an additional 10% off the full active member rate making the two-year membership a low \$320.00. As 2009 draws to a close the Board will re-examine the economy and determine if this program will be continued for 2010.

#### **SECOND COMPONENT – NPA BUCKS**

The second component was the NPA Bucks program, which also began on April 1st 2009. Each member who was able to refer a new or re-joining member (lapsed over 12 months) earned a NPA Bucks voucher worth \$65.00 off their next membership renewal or the registration fees for the NPA 2009 Annual Convention. The program closed on June 30th, 2009 with 38 NPA members participating in the program and 51 new members added to our ranks.

# From our chapters

## CAPITAL CHAPTER REGINA MATTIES, WHNP

Chapter President

The Capital Chapter Nurse Practitioner of the Year Award was presented to Julia Mason for her many years of support to the Chapter as well as her accomplishments as an NP. She has been the Chapter Vice President and Conference Chairwoman for many of our best educational activities.

The chapter will be supporting the Ovarian Cancer Run with a group walking the course as well as runners.

The Web site has become our main source of meeting notices and information which was a huge transition from snail mail this year.

## THE LOWER HUDSON VALLEY CHAPTER

JANET BRANDT, FNP

Chapter President

This year, a new chapter leadership team has been formed and is up and running. We have met several times and outlined our objectives which include increasing the interaction and communication among chapter members, developing programs utilizing the talents of the NPA community to reduce our reliance on pharmaceutical companies, use a green, electronic newsletter format to update members regularly, and develop a chapter website. We have planned 6 presentation-based chapter meetings for the 2009-10, two of which will be self sponsored and address professional issues such as the impact of prospective changes in the health care system, current local legislation as in mandatory collaboration, entrepreneurialism, technology, and advanced professional education. We produced a chapter Newsletter circulated in July, and established a room and ride share forum to make attendance at the state convention user friendly for our local chapter members and have planned a hospitality networking evening at the convention to help our members meet and socialize.

Janet Brandt: President – jbrandt31@gmail.com

Pat Boltin: Secretary - pboltin@gmail.com

Joan Koenig: Treasurer - gineok29@verizon.net

Maureen Burke-Davis: Program - davism@wcmc.com

Christine Corcoran: Membership - CcorcoranRN@aol.com

## GREATER NEWBURGH CHAPTER

ALISHA M. FULLER, CBN, FNP-BC

Chapter President

Meetings for the Greater Newburgh Chapter will resume this fall and are being organized by member Iris Petrillo. The Chapter would like to extend a huge thank you to Nancy Faust who was the Chapter Program Organizer for years. She did a fantastic job with keeping our education programs exciting.

Alisha Fuller, Chapter President, and Alice Looney, Vice President are once again on the Education Committee for the Annual Convention. We are looking forward to another great year. See you all there.

## GREATER ROCHESTER CHAPTER

SUSAN O. SMITH ANP-BC

Chapter President

Our Chapter continues to have steady growth in membership demonstrated by a 10% increase over the last year. We believe that our focus on offering educational opportunities, communicating to the membership about current legislative topics and doing our part to represent and promote the role of the Nurse Practitioner has contributed to our success in attracting new members and maintaining our membership roles. Our Chapter attendance at the state meeting in 2008 was 13% of our total regular members.

In response to the local and national discussions on the shortage of primary care providers and the role Nurse Practitioners can play in filling that void, the new public relations firm of the NPA (Ed Lewi and Associates) assisted us with two television interview opportunities. WHAM 13 and RNews filmed our President, Susan Smith and posted the interview on their web sites. Many members, patients and providers viewed the content and had favorable comments. Four of our members met with Susan John, of the NY State Assembly, 131st District, to have a discussion regarding our efforts to remove the mandatory collaboration statute. Her recommendations for future contacts were helpful in the ongoing lobbying efforts of the NPA.

We continue to offer monthly educational offerings, which provide our membership networking opportunities and award contact hours. This year we continued a 50/50 raffle at each educational meeting, with half of the proceeds going to the Legacy Fund. During the summer, we will be completing a survey of our members to guide the program development for the April 2010 Regional Conference to be held in Rochester.

## LONG ISLAND CHAPTER (NPALI)

**CAROL D'ABBRACCIO, MS, ANP, FNP-BC, CDE**

Chapter President

It is with great pleasure that I share our chapter's accomplishments for the year 2009. As usual, our chapter has been very busy, working hard to promote the mission and vision of the NPA. A very brief summary of the NPALI's activities is as follows:

**NPA Legacy Fund:** This year the NPALI donated \$20,000 to the Legacy Fund, which was presented to the NPA Board at the June 13th Board of Directors meeting.

**Legislative Issues:** The NPALI had a very successful lobbying season. 31 members made nine visits to NYS Legislators. Six of these legislators support our bills unconditionally.

**Programs Committee:** We had another very successful Practice Issues Conference on April 3, 2009, attended by 355 NPs. This number included 80 NP students from the four LI NP Programs. Monthly dinner meetings continue to be a "sold out" event, with topics covering Homeopathy, CHF and Cardiac Resynchronization Therapy, Diabetes Management, Treatment of Major Depression, and the Prevention and Management of DVT and PE. In addition, over \$2200 was collected during our March dinner meeting for the NP of NYS PAC fund.

**Community Service Committee:** Donation of both time and money to local charities, including soldiers deployed in Iraq, local homeless shelters and the Harry Chapin food bank. Our members participate in a 50/50 raffle during the monthly meetings, which provide a steady stream of income (usually between \$100-\$200) for these charities.

In October, 2008 we hosted our first **NP of the Year Awards Dinner**. This year's winner was Debra Chalmers, MA, ANP-BC. There were 100 attendees at the dinner, which

was held at the Woodbury Country Club. This year's dinner is planned for October 8, 2009.

**Scholarship Committee:** Two student scholarships were awarded for a total of \$3000 and one DNP Scholarship for \$2500. We will be expanding the scholarships to include the PhD beginning in 2010.

**Finance Committee:** Completed development of Finance Committee Policy and Procedures in December 2008, which was then approved and accepted by the Board of Directors of NPALI.

**Research Committee:** Provided a research grant in the amount of \$1200 to Dr. Diane Bartscherer for her research on "Treating Tobacco Dependence: Nurse Practitioners' Attitudes and Practices".

**Newsletter:** Maintained a quarterly newsletter, *The Advocate*, which contains the President's message, committee updates, and important NPALI information.

Elected new **Executive Board Members** to the NPALI BOD (Rose Cassidy, President-Elect, Jeanne Martin -Secretary).

**Membership Committee:** Maintained a stable membership base (currently averaging around 650 members). Hosted our first student NP dinner in early 2009, which was a meet and greet for student nonmembers. Approximately 14 new members were added to our ranks from this event. Another dinner for students is scheduled for late September 2009.

**Informatics Committee:** Our website has been revamped and redesigned with a user-friendly design.

Past President, **Peg O'Donnell** was interviewed by *Newsday* (a major local newspaper), on the topic of finding a PCP. In addition, Peg sits on the State's Membership Committee and is also a part of the state's Statutory Collaboration Task Force.

**Jeanne Martin**, our current Secretary and Regional Director, is on the state's Bylaws Committee and was most recently asked to be part of the Membership Networking Task Force.

As you can see, NPALI has been extremely busy over the past year with various events and activities. We could not be the great organization that we are without our members, who work so hard to achieve our goals and further our vision. Thanks to each and every one of you, including our Board of Directors, who help to guide the NPALI and steer it successfully into the future.

## SYRACUSE CHAPTER

**JANE MONNELL, FNP**

Co-President

We have had a very successful beginning to the 2009 year. In spite of some stormy Syracuse winter weather, we have had speakers who covered Fibromyalgia, Insomnia, Hyperlipidemia, and Diabetes as well as others topics. We have initiated a "Focus on member practice" at our meetings. A member will speak for a few minutes about the practice they are a part of, how and when to make referrals. This has been well received by the membership as well as student members.

Our conference day in May hosted 142 attendees, a record number! We had many vendors as well.

We also had a record number of golfers at our 6th annual Tournament for the benefit of the Hancock Airbase Family Readiness Unit. Congratulations and Thank You to all of our members and event coordinators who work hard behind the scenes to provide quality services to our chapter.

Once again we looked forward to the Great New York State Fair and the NPA State Convention – all in our backyards.

We sponsored the 5k walk for Lungevity – research for Lung cancer at Longbranch Park on September 20th.

## WESTERN NEW YORK CHAPTER

**DONNA BARTOLONE, MSN, SNP**

Chapter President

Our current Board members are: President, Donna Bartolone MSN, SNP; President Elect, Kay Binis MSN, ANP; Corresponding Secretary and Nominations, Christine Rizzone MSN, ANP; Recording Secretary, Lynn Menza MSN, PNP; Treasurer, Sue Lignos MSN, PNP; Legislation, Kim Schmittendorf, MSN, ANP; Public Relations, Trish Whistler-Andrews MSN, ANP; Awards, Tammy Tempfer, MSN, PNP; Education Committee; Mary Kontos MSN, PNP and Jan Pennington MSN, ANP; Membership Committee, Johanna McCarthy MSN, ANP; Past President and Regional Director, Connie Pasternak MSN, ANP and Melissa Reedy-Henry MSN, ANP.

We have been fortunate to have new participants in our board to assist in planning and chapter advocacy, Betsy Leiner MSN, FNP; Roxanne Fleury MSN, ANP; Kathleen Shanahan ANP

Our chapter's Education Committee has planned a fabulous year of dinner lectures covering current topics of practice issues:

- Rheumatoid Arthritis
- Genetics and Cancer
- Taking Control of Kidney Disease
- Pulmonary Arterial Hypertension
- Diabetes and Hyperglycemia Type 2

Still to come are:

- Fibromyalgia
- Cancer-renal cell carcinoma, melanoma
- Neurology vagal nerve stimulator, and,
- Osteoporosis.

We have held board meetings every other month. Our chapter supports the Legacy Fund with ongoing contributions.

This past April we provided a very successful Spring Conference, with over 80 participants attending. Topics covered: prevention of sports injuries, MRSA, GERD, Multiple sclerosis, Legislative issues i.e.: mandatory collaboration.

At our recent dinner meeting in June we honored,

Christine Rizzone as our chapter Nurse Practitioner of the Year. (see photo above: l to r: Donna Bartolone, Christine Rizzone, Tammy Tempfer)

Of special note two of our chapter members have authored books;

- Dr. Paul L. Fazekas, Ph.D., NP – *"Enduring Images: From the Trauma of War to Lifelong Healing"*
- Karmell J. Maroretta, MSN, ANP-BC – *"Journey to the New You – A weight loss surgery journal companion"*



# KEEPING OUR ASSOCIATION STRONG



## MEMBERSHIP STATS

### SURVEYS:

As outlined in our New Horizons Strategic Plan, the NPA conducted a survey of our current and former members in the late fall/early winter of 2008. We learned a great deal of information about our members. Briefly, nearly 50% of our current members learned of the NPA through NP program faculty and interestingly, nearly 50% of our current members have been members for 10 years! Nearly 90% of lapsed members say they were either very or somewhat likely to re-join! Following that successful survey we are conducting abbreviated member surveys for 2009 to add to the data already collected. The more we learn about our members the more we can serve their needs, resulting a stronger community and Association. To read a synopsis of the results of 2008 Membership Survey simply go to our web site, [www.theNPA.org](http://www.theNPA.org) and look at the Chapter Membership Coordinators section under the RCN/Leadership section.

### MEMBERSHIP TRENDS:

As a result of the information learned from the surveys we redoubled our membership efforts toward both students and lapsed members in 2009. As of July 2009 data student memberships increased by 7% while overall membership has remained constant. Of the 244 new members added through July 2009, 75% were students. Of the 279 reinstated members through July 2009, 90% were in the active category. We hope to learn more from upcoming surveys so we can focus our efforts to increase the retention of existing members while continuing to reinstate lapsed members and adding new ones. This will allow us to grow the Association. Overall the NPA retains approximately 80% of our members on an annual basis, which is typical of associations in general, but we don't want to be typical. We want to be in that top 10% of the association world. By working together we can!

*A special thanks* to Stephen Ferrara, FNP, Membership Committee Chair.

## CELEBRATING OUR 25TH ANNUAL CONVENTION

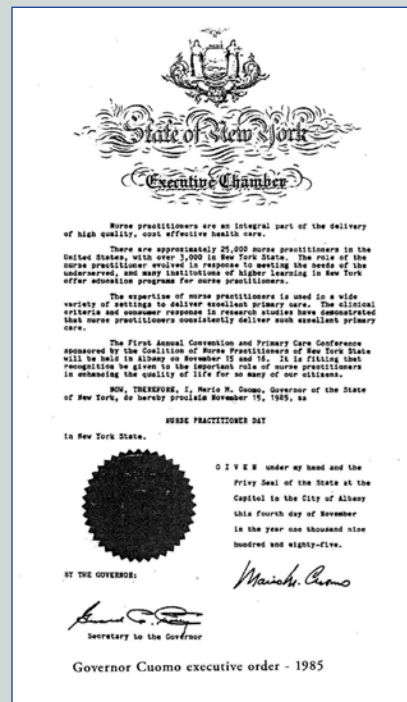
### HOW IT ALL BEGAN... MEMORIES FROM MARIE INSERRA

"I can remember having that first fateful conversation in 1984 with Charlotte McLaughlin. The Coalition seemed to be at an impasse in our efforts to obtain authorizing legislation for NP's, after several years of draining activity (there were a lot fewer of us in those days). I was beginning to feel a need to put my energies into something that might be more rewarding, at least for a little while. The Coalition, even from its earliest days, saw its mission to be multifaceted, and had included the education of its members among its goals.

"And then that first fanciful thought took shape---"Let's do a convention!" What ever were we thinking???

What was in the coffee at the Board meeting when that thought crystallized between the two of us? Neither one of us had any idea how to go about this task, nor what was involved! Still, a convention was just what we all needed to bring us together and reinforce the role of the organization. Charlotte had contact with numerous pharmaceutical representatives in her practice in Syracuse. We had both attended lots of conferences and thought we knew what NP's wanted and needed in an educational program.

"Now let me digress here to remind everyone what the Coalition was like in 1985. There was no office center, relatively little money and fewer than 400 members. Furthermore, there was no Public Relations or Program Committee. We had our meeting wherever we could find free space and a pot of coffee. And here we were planning a major event! There were many times when I found myself in a near panic state---it was only Charlotte's amazing calm and confidence that kept it under control.



“Suddenly, this little monster of a plan had hatched and was quickly taking over our entire lives! It seems to me that I lived, breathed, ate and slept the Convention for that whole year.

“In our enthusiasm, Charlotte and I hadn’t stopped to organize a committee---I’m not sure there was anyone else around who really had the time to volunteer for this job, given the degree to which everyone else was already over extended with the legislative efforts underway---and so it wasn’t until some time in the spring of 1985 that a few kind individuals volunteered to help us with some rather important details...

“In the end, we were stunned by the response of members and non-members---our registration swelled to over 200---quite an achievement by any standards! The First Annual Convention went more smoothly than we could have dreamed possible: the finished product was so polished and sophisticated that no one could believe it was a first effort, and the feedback from those in attendance was overwhelmingly positive. Convention ’85 ended with a bang and a snowstorm, and suddenly the Coalition was on the map as an organization that could produce a highly respected, competitively priced educational program for Nurse Practitioners.”

Governor Cuomo proclaimed November 15, 1985 Nurse Practitioner Day and cited in the proclamation the First Annual Convention and Primary Care Conference sponsored by the Coalition on November 15 and 16. Cuomo stated in the proclamation, “It is fitting that recognition be given to the important role of nurse practitioners in enhancing the quality of life for so many of our citizens.”

Today, 25 years later while the organization has grown and been through many changes, we have more than doubled our attendance at the convention and still pride ourselves in producing a highly respected, competitively priced educational program for Nurse Practitioners.



## EDUCATION COMMITTEE

### 2009 CONVENTION HIGHLIGHTS

- The NPA’s 25th Annual Clinical Convention held from September 23-27, 2009 at the Turning Stone Resort in Verona, NY
- The opportunity to earn up to 30.5 ANCC contact hours
- World class speakers and clinical experts offered a wide variety of clinical and professional topics to choose from
- Two Keynote Speakers: – Friday, Margaret A. Fitzgerald, DNP, FNP-BC, NP-C, FAANP, CSP, presented “Healthcare at the Crossroads of Change: Opportunities and Pitfalls in NP Practice” and on Saturday, Gale Adcock, MSN, RN, FNP, presented, “Is it what you know – or where you go?”
- Two Featured Speakers: Friday, Shelley A. Gilroy, M.D. presented “Updates on Community Associated MRSA” and on Sunday, Sean Weiss, CPC, CPC-P, CCP-P, ACS-EM, PCS presented, “Compliance Plans: Rock Solid & Iron Clad”
- Thursday evening kicked off the Annual Convention with the grand opening of the Exhibit Hall and member Appreciation Reception sponsored by NSO
- The Legislative Luncheon scheduled at the convention offered the opportunity to learn about current and proposed legislation that affects the NP practice
- A special area in the exhibit hall was designated to display the history of the Annual Convention
- Many poster sessions were present at the convention
- Once, again the annual Silent Auction offered a variety of items to bid on
- At the Bonnie Gitlitz Banquet and Awards Program held on Saturday evening, September 26 the recipient of the Nancy J. Macintyre, FNP, Ph.D. Nurse Practitioner of the Year award was Bruce Zitkus, EdD, ARNP, CANP, CFNP, CDE and the recipient of the Sandra F. Shaw Student Nurse Practitioner of the year was Shannon Gianotti, FNP.

*A special thanks* to Dorothy Day, ANP, Education Committee Chair.

# FINANCIAL STATEMENT

DECEMBER 31, 2008 & 2007



<b>ASSETS</b>	<b>2008</b>	<b>2007</b>
<b>CURRENT ASSETS</b>		
Cash and Cash Equivalents	\$ 75,879	\$104,029
Investments	167,155	205,659
Other Current Assets	1,551	1,551
CD's	270,000	265,550
Total Assets	\$514,585	\$576,789
<b>PROPERTY AND EQUIPMENT Net</b>		
	4,483	7,466
<b>OTHER ASSETS</b>		
Cash Restricted	54,714	19,206
	<u>\$573,782</u>	<u>\$603,461</u>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable and Accrued Expenses	26,335	14,823
Deferred Revenue	40,163	47,250
Total Current Liabilities	66,498	62,073
<b>NET ASSETS</b>		
Unrestricted	452,570	522,182
Temporarily Restricted	54,714	19,206
	507,284	541,388
	<u>\$ 573,782</u>	<u>\$603,461</u>

## THE NPA PROFESSIONALS

**Seth M. Gordon, MPA**  
President & CEO

**Thomas Nicotera, MHHA, JD**  
Director of Membership &  
Public Affairs

**Susan Hubbard**  
Director of Operations & Education

**Amanda Hubbard**  
Administrative Assistant

**Mary Ann Cresanti, FNP**  
Practice Issues Consultant

**Michelle Cummings**  
Patricia Lynch Associates,  
Lobby Team Consultant

## CONCLUDING REMARKS

*2009* has been another very active and busy year. A special thanks to our Chair, Ralphe Matuszewski, FNP for all her hard work and leadership; our Executive Committee and Board of Directors for their valuable time and talents; our Chapter leaders for exemplary service and commitment; our professional staff for dedication and high standards of excellence; and most importantly, to you, our members for your support, enthusiasm and devotion to high quality health care delivery.

As a value based, cross-dimensional organization for Nurse Practitioners across all specialties, settings and geographic locations in New York, the NPA continues to honor past traditions of excellence in maintaining its prominent role as the preeminent Association community for Nurse Practitioners throughout New York State. Thank you once again for being a special part of that...

## BOARD OF DIRECTORS 2009

Chairperson  
**Ralphene Matuszewski, FNP**

Chairperson-elect  
**Susan Apold, Ph.D., ANP**

Past Chairperson  
**Joy Elwell, DNP, FNP-BC**

President/CEO  
**Seth M. Gordon, MPA**

Treasurer  
**Marion Golden, DNP, FNP**

Secretary  
**Rebecca Rigolosi, ANP**

Regional Director Region 1  
**Connie Pasternak, ANP, GNP**

Regional Director Region 2  
**Kit Veley, FNP**

Regional Director Region 3  
**Christine Atkins, FNP**

Regional Director Region 4  
**Arlene Pericak, FNP**

Regional Director Region 5  
**Patti Tessler, FNP**

Regional Director Region 6  
**Denis Tarrant, ANP**

Regional Director Region 7  
**Jeanne Martin, ANP**

\* Parliamentarian  
Representative  
**Linda Jowett, FNP**

## THE NPA CHAPTERS

THE NPA CHAPTERS	COUNTIES SERVED*	CHAPTER PRESIDENTS
Adirondack	Franklin, Clinton, Essex	Cheryl Kabeli, FNP
Brooklyn/Queens	Brooklyn, Queens	Elaine Leinung, FNP
Capital	Albany, Rensselaer, Schenectady, Columbia, Greene	Gina Matties, WHNP
Chautauqua/Cattaraugus	Chautauqua, Cattaraugus	Larry Wilcox, FNP
Dutchess/Ulster	Dutchess, Ulster	M. Scott Owitz, FNP
Finger Lakes	Seneca, Cayuga	Liz Mizro, ANP
Greater Newburgh	Orange, Sullivan	Alisha Fuller, FNP
Greater Rochester	Orleans, Monroe, Wayne, Ontario, Yates, Western Livingston	Susan Smith, ANP-BC
Lake Ontario	Oswego, Lewis	Elizabeth Ewing-Burns, ANP
Leatherstocking/Catskill	Chenango, Delaware, Otsego, Schoharie	Lisa Casler, NPP
Long Island	Suffolk, Nassau	Carol D'Abbraccio, FNP, ANP
Lower Hudson Valley	Westchester, Putnam, Rockland	Janet Brandt, FNP
Manhattan/Bronx	Manhattan, Bronx	Elaine Gibbons, ANP
Mohawk Valley	Oneida, Herkimer	Maria Allen, ANP, NPP
Saratoga/Warren	Saratoga, Warren, Fulton, Montgomery, Hamilton, Washington	Sue Badera, FNP-BC
Staten Island	Staten Island	Patricia Discenza, PNP
Susquehanna	Allegany, Steuben, Schuyler, Chemung, Tioga, Broome	Fran Munroe, FNP
Syracuse	Onondaga, Madison	Ann Gross, FNP, NPP & Jane Monnell, FNP
Thousand Islands	Jefferson, Lewis, St. Lawrence	Peggy Quinton, NP
Tompkins/Cortland	Tompkins, Cortland, Schuyler	Kit Veley, FNP
Western New York	Erie, Niagara, Genesee, Wyoming	Donna Bartolone, SNP

\*Chapters service areas may overlap

## 2009 COMMITTEE AND TASK FORCE CHAIRS

Bylaws Committee  
**Linda Jowett, FNP**

Education Committee  
**Dorothy Day, ACNP-BC**

Government Affairs and Practice Issues  
Committee  
**Joy Elwell, DNP, FNP-BC**

Membership Committee  
**Stephen Ferrara, FNP**

Nominating Committee  
**Esther Levine-Brill, ANP**

Quality Assurance and Clinical Review  
Committee  
Vacant

Leadership Development Task Force  
**Susan Apold, Ph.D., ANP**

Managed Care Task Force  
**Judith Balch, FNP-C**

Membership Network Task Force  
**M. Scott Owitz, FNP**

Public Relations Task Force  
**Denis Tarrant, ANP**

Statutory Collaboration Task Force  
**Patricia Donnelly, FNP**



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