Joy at work? Is that an oxymoron? Not at all!

• Research shows that positive emotions, such as joy, can make staff more motivated and higher achieving

• Joyful leaders foster a more joyful environment, which has been linked to a wide range of different performance-related behaviors including enhanced thinking and reasoning, more efficient decision-making, and greater collaboration

• Creating a joyful work environment not only increases staff satisfaction and engagement, it can also decrease turnover and reduce errors

You deal with incredibly complex and difficult situations every day. So, how can we as leaders regain a sense of joy? How can we work as a team? What are approaches we can take to nurture our workforce so they become joyful, productive, and engaged staff? Come find out!

“Joy makes it possible to have stress without being stressed.”
Rose Rivers, PhD, RN, NEA-BC

Join us at the 2018 NICU Leadership Forum, “Finding Joy in the Journey,” as we gain insight into how we can find joy even during difficult times and develop strategies to build into our practice environments that promote joy and meaning in work for ourselves and our staff.

Meeting Attendees Will:

• Gain hands-on experience in communicating in a multi-generational work environment

• Hear from national experts how to re-ignite the joy and passion in your work journey

• Learn how to balance work, home and family in our fast-paced world

• Enjoy numerous opportunities to broaden your network of fellow leaders through sharing challenges, insights, and perspectives

• Leave the conference with a clear understanding of the importance of presence, culture and leadership in developing staff and leaders

Come be a part of this dedicated time to lead, learn and network in sunny Florida. The meeting is open to all leaders from the NICU, PICU, CVICU and other pediatric specialty areas. Bring your team, maximize your experience and return with a positive attitude and renewed joy in your journey. Thanks to our Professional Education Partners, we have many scholarships available for our 22nd meeting!
Meeting Highlights

KEYNOTE SPEAKER: The Power of Presence
Kevin Sowers, MSN, RN, FAAN, President, Duke University Hospital, Durham, NC
Mr. Sowers will describe the power of purpose, presence, and personal accountability and the role they play in the success of our team and personal lives. Mr. Sowers will provide valuable insight into the strategies necessary to make a difference by being mindful of your goal and direction.

What is the Magic Number?
Panel Discussion Facilitator: Paula J. Webb, DNP, RN, NEA-BC, Associate Professor, Texas Tech Health Sciences Center, Lubbock, TX
A panel of your nurse leader colleagues will share strategies and policies related to span of control, role delineation and structure within their organizations. Research evidence regarding effective leadership span of control will be presented and discussed to provide supportive data for conversations with the C-suite.

Building a More Positive Culture of Ownership in Healthcare
Bob Dent, DNP, MBA, RN, NEA-BC, CENP, FACHE, FAAN; Sr. VP, COO, CNO, Midland Memorial Hospital, Midland, TX
The co-author of “Building a Culture of Ownership in Healthcare” and “Pickle Pledge: Creating a More Positive Healthcare Culture – One Attitude at a Time” and President-Elect of the American Organization of Nurse Executives will share tools and strategies for changing the culture within your organization. Creating an engaged, positive staff is the key. Learn how to promote that change.

Utilizing Peer to Peer Mentoring to Develop Leadership Talent
Stephanie Abbu, MSN, RN, Clinical Business Coordinator, Monroe Carell Jr. Children’s Hospital at Vanderbilt, Nashville, TN
Whether transitioning into nursing, transferring to a new practice environment or changing positions, the importance of mentorship is paramount. The knowledge and expertise shared with peers by peers provides needed support for successful outcomes.

Talking ‘Bout My Generation
Lori Gunther, MS, CPXP, Laura Miller, BA, CPXP
Never before have so many generations of nurses worked together in the workplace, each with their own unique strengths and challenges. This interactive session, with a group breakout activity based on age/generation, will provide tips for leveraging strengths and communicating with all generations.

CLOSING SPEAKER: 12 Steps to Finding Joy in the Journey
Sharon Weinstein, MS, CRNI-R®, RN, FACW, FAAN, CSP
Every leader wants balance between life at work and at home, but how do you find that in today’s overworked, overscheduled world. Sharon shares her secrets with you—as a mom, wife, clinician and business owner—in this practical and session. She will share her useful ideas, tips, and tricks for rebalancing your life and grabbing those goals that are just within reach!

A Day of Concurrent Sessions Covering Leadership Topics Including:
• Providing Psycho-Social Support for NICU Families
• And the Survey Says: Staff Nurse View of Engagement
• Finance 101: Strategies to Get What You Need From Your CFO
• Nursing Etiquette: Is It Really Important?

Three Pre-Conferences
• New Leader Bootcamp
The New Leader Bootcamp is led by two experienced leaders and teachers: Jodi Coombs, MBA, RN, Vice President of Women and Children at the Floating Hospital for Children and Tufts MC and Joan Rikli, MSN, RN, CPNP-BC, NE-BC, Director of Neonatal Intensive Care and Women’s and Infants Services at Helen DeVos Children’s Hospital. The Bootcamp is aimed at leaders with less than 3 years of leadership experience and is a time for people to learn basic finance and leadership skills, as well as learn from the faculty and each other.
• Journey to Excellence: Leadership for Quality and Safety
This half day pre-conference will focus on leadership for quality and safety. Angela Green, PhD, CPHQ, FAAN, Senior Director, Patient Safety & Quality at Johns Hopkins All Children’s Hospital will provide insight into this important topic for nursing leaders. Focus areas include creating a culture of safety and improvement, engaging team members and planning, implementing and sustaining improvements.
• The Experience is Everything!
Megan West King, MSN, RN, CPXP, Director, Patient Experience at Geisinger Medical Center, Lori Gunther, MS, CPXP, and Melissa Gehl, MSW, CPXP, understand that patient experience is not just the new buzzword in healthcare, it’s the number priority of hospital CEOs. Join us early for this pre-conference on patient experience and how it applies to perinatal and neonatal nurse leaders. We will cover topics like leadership buy-in to patient experience, employee engagement, communication, and establishing processes for improved patient experience. There will be time to brainstorm challenges, share best practices and network.

Twelve Attendee Presentations and a Dynamic Poster Session
• Highlighting best practices and lessons from around the country

Share Successes, Challenges, and Encouragement
• Two+ hour luncheon session with leaders in similar positions to yours to discuss common issues, strategies and solutions from around the country

Networking Events
• Meet your new colleagues at a welcome reception on Sunday night
• Dessert reception on Monday night
• Leaders “March for Babies” on Tuesday
• Dinner and social activity on Tuesday night
• Free afternoon on Wednesday
Click here to register now! Or visit: http://www.synovaassociates.com/nicu-leadership-forum/register/. Registration will not be complete until we have received the following three things:
1. Registration form, submitted electronically
2. Full payment by credit card or hospital check. Registration fees must be paid by registration deadlines to receive discounted rates
3. Completed online Attendee Directory information, including an uploaded professional picture

**Registration Information**

**Registration Fees**

<table>
<thead>
<tr>
<th>Conference Registration</th>
<th>Early Bird: Before February 1st</th>
<th>Open Registration: February 1st – March 22nd</th>
<th>Late: After March 22nd (if available)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Conferences:</td>
<td>$749</td>
<td>$799</td>
<td>$899</td>
</tr>
<tr>
<td>New Leader Bootcamp</td>
<td>$299</td>
<td>$329</td>
<td>$399</td>
</tr>
<tr>
<td>Journey to Excellence:</td>
<td>$155</td>
<td>$175</td>
<td>$245</td>
</tr>
<tr>
<td>Leadership for Quality and Safety</td>
<td>Half day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Experience is Everything!</td>
<td>$299</td>
<td>$329</td>
<td>$399</td>
</tr>
</tbody>
</table>

Since conference registration and hotel rooms are limited, early registration is advised. Registrations sent without payment or purchase order will not be complete. Confirmation will be sent by email when all information is received and, at that time, the participant is officially registered.

- Out of consideration to registrants, children of any age and spouses/guests may not attend the sessions. Spouses/guests may attend designated social events for additional social fee
- Tuition includes continuing education hours and most meals

**Scholarships**

When you think of the return on investment, you can’t afford to miss this meeting! We understand that hospital budgets are becoming increasingly limited. We don’t want this to inhibit you from joining your colleagues at the 2018 NICU Leadership Forum. After all, YOU are the future of nursing leadership and we want you to have every opportunity to continue to build your network, professional credibility, and leadership portfolio.

What kind of tuition assistance is available?
We have worked with our generous Professional Education Partners and Sponsors to provide 11 scholarships. Because we are committed to you, we are proud to join forces with NANN and Abbott Nutrition Health Institute to offer need-based scholarships to support your attendance.

- NANN provides 5 scholarships to NANN members who attend the NICU Leadership Forum. Click here to apply.
- Abbott Health Nutrition Institute provides 3 scholarships. Click here to apply.
- We also offer 3 additional merit-based scholarships, awarded at the NLF for the following year’s conference, that include the following:
  - March of Dimes Excellence in NICU Leadership Award (a FULL scholarship that includes tuition, hotel and airfare)
  - Synova Rising Star Award
  - Synova Spirit Award

Application deadline is February 5, 2018. You must currently hold a leadership position in a relevant clinical area and exhibit a financial need for the need-based scholarships.

**Accreditation**
The NICU Leadership Forum is approved for approximately 18 contact hours through Abbott Nutrition Health Institute. The pre-conferences and post-conference will be awarded contact hours depending on the length of the program.

**Method of Payment**
Payment may be made online using Visa, Master Card or American Express. Hospital checks will be accepted if received by April 15. Registration fees must be paid and received by the registration deadlines in order to receive the discounted rates. Payment should be made to Synova Associates, PO Box 775, Plymouth, MA 02362.

**Cancellations**
Conference cancellation policy: A $100 fee will be assessed if an attendee cancels for the main conference and a $75 fee will be assessed if an attendee cancels for a pre-conference on or before March 31, 2018. There will be no refunds for cancellations after March 31, 2018. All cancellations must be made in writing to cburke@synovaassociates.com.

**Program Changes**
Synova reserves the right to make necessary changes in speakers, topics or schedule. Please see http://www.synovaassociates.com/nicu-leadership-forum for the most up-to-date agenda.

**Questions?**
Please contact Chrissy Burke at cburke@synovaassociates.com or 617-320-5017.
Hotel Accommodations

The 2018 NICU Leadership Forum will be held at:

**Sawgrass Marriott Golf Resort and Spa**

1000 PGA Tour Blvd.
Ponte Vedra Beach, FL 32082
800-457-4653

Recently renovated and brimming with amenities, the Sawgrass Marriott Golf Resort & Spa sets the stage for a meeting you won’t soon forget. The elegant resort in Ponte Vedra Beach, next door to the legendary TPC® Sawgrass, is a short shuttle ride away from a private Cabana Beach Club. Elsewhere at the resort, you can make a splash in one of the four pools, pamper yourself at the on-site spa or enjoy a meal at our outstanding restaurants. Nearby St. Augustine’s delightful historic district, with its cobblestone streets, quaint cafes, bars, unique shops, has wonderful places to explore, including significant landmarks the Castillo de San Marcos, Lightner Museum, Flagler College, and Fort Matanzas.

A limited block of rooms is being held at a special group rate of $199 per night (plus tax) plus a $5/day resort fee.

Reservations must be made prior to March 31, 2018; after that date, rooms will be available as space allows.

Click here (https://aws.passkey.com/go/2018nlf) to make your online reservation now. You may also call the hotel directly at 800-457-4653 and specify the Synova Associates 22nd Annual NICU Leadership Forum for the group rate.

All hotel reservations are guaranteed for late arrival.

Air and Ground Transportation

Jacksonville International Airport is the closest airport to the conference center. Rental cars, taxis, Lyft and Uber are available.