



April 2010 President Message

Boom Boom Pow! Such was the beat (ala *Black Eyed Peas* in the background) as nearly 5000 perioperative nurses were Rockin the Rockies during the 57th AORN Congress in Denver.

As usual, the week at Congress gave me a sense of energy and passion for our profession. Additionally, I came away from Denver with more than a “Rocky Mountain High” – I am riding an “eChapter High”! It was an impressive and successful week for our Chapter and members.

Our members continue to bring impressive contributions to the various activities and events at Congress and the profession. Members were session speakers, poster authors; hold member and leadership positions on National Committees, Task Forces, and Specialty Assemblies; contributed to the professional literature as published editors and authors; received national award recognition; and – were successful candidates for national office (congratulations Denise Jackson, Director and Missy Merlino, NLDC)! Truly, a Chapter of “Peak Performers in Perioperative Practice”.

The Annual General Meeting was well attended and allowed more discussion on pertinent topics. Written reports from Committees and Board Members provided information to date on the activities and actions of the Board. As a result, greater time was given to discussion of delegate issues, such as By Laws revisions (led by Marilyn Sanderson, eChapter BOD and member of National By Laws Committee) proposing annual dues and membership representation on the business of the organization, as well as discussing candidates for national office. The candidates for the 2010-2011 Chapter year were presented by Mark Philips (Chair, Nominating Committee). Another topic that the Board has been working on that was brought to discussion was the interest in offering members’ access to the Recommended Practices through an eChapter E Subscription. In response to an inquiry into the level of interest as a value-added benefit for eChapter members – it was an immediate and enthusiastic nearly unanimous show of hands. The Board will pursue this with the national Board of Directors.

Chapter Booths are a hot commodity each year. Assigned by lottery, eChapter requests consideration that it is our main live, “real estate” so to speak each year. This year our location was ideal – the first booth. Also, we shifted the focus from “selling” a raffle item to “marketing” our Chapter. Carole Mayes (Research Committee Chair) developed a terrific tri-fold brochure that was handed out along with the branded letter openers and bookmarks. A great opportunity to get to know each other as well as visitors to the booth.

eChapter is the largest Chapter with 3200+ members. Of note, at the Leadership Conference July 2009, AORN staff and Board members spontaneously commented “yes, eChapter, the largest Chapter” when talking with eChapter members in attendance. It’s nice to be noticed! This notice is extending to new members. During Congress we welcomed many new members who spontaneously visited our booth with the intent of becoming eChapter members. Several new members were also welcomed as a result of eChapter members “talking-up” the benefits of membership with friends and other AORN members. Well done!

Clearly, eChapter continues to meet the needs of AORN members for Chapter affiliation, with, to borrow from President Gugliemli, “freedom to be” membership that fits their needs and interests.

One of the best things during Congress week is the opportunity to have conversations with so many members. There is a sense that eChapter is moving into its next “chapter”, so to speak. As the largest Chapter, only California (as a state) has more members, but probably not for long. We foresee continued growth in our membership, becoming the preferred Chapter. With our “e-based” platforms and technology more sophisticated, eChapter is maturing into a Chapter that will continue to focus on providing value added benefits for members and leadership to our organization and profession.

Cynthia