

**JOIN US!**

**OCT. 27–OCT. 28, 2021**

**Harrah's Hotel & Casino  
Atlantic City, NJ**

**SURVIVING TO THRIVING:  
Put Your Oxygen Mask on First...  
Promoting Resilience in Nursing**



**President, New Jersey State Nurses Association,  
Institute for Nursing Chair and Convention Chairs' Message**



**Mary Ellen Levine**

DNP, MSN, RN  
President, New Jersey State  
Nurses Association



**Sandra Foley**

DNP, RN  
Institute for Nursing Chair



**Regina Adams**

MSN, RN, CNOR  
Convention Chair



**Fatima Sanchez**

MSN, BSN, RN  
Convention Co-Chair

**Dear Colleagues,**

The past year has been a challenge for so many of us and we were faced with very trying times. Many of us lost loved ones, cared for those who were sick with COVID-19, worked long hours, travelled to provide services wherever needed. The road has not been easy. As nurses we stood together and did our best to survive.

One and a half years later we are excited to be able to host our 2021 New Jersey State Nurses Association (NJSNA) and the Institute for Nursing (IFN) Annual Convention. The diversity of nursing roles allows us to make a difference in the world. Together we meet the demands of healthcare with a common goal that enhances the future of nursing. Every nurse has the opportunity to make a positive impact on the profession through day-to-day advocacy for nurses and the nursing profession. However, we must also focus on our own health, both physically and professionally.

Our theme is **“Surviving or Thriving: Put Your Oxygen Mask on First...Promoting Resilience in Nursing.”** The convention will be held at Harrah's Casino and Resort in Atlantic City on October 26th evening, and two full days the 27th and 28th. Our conference brings together nurse leaders, direct care nurses, educators, advanced practice nurses, and so many more from around the state. Everyone comes with a goal to improve nursing and patient care throughout New Jersey and the tri-state area.

*Nurses are excited to be key leaders in the crucial design and implementation for healthcare in the future.*

This Convention is designed to offer opportunities for networking with colleagues and meeting new and a variety of professionals, sharing ideas and getting up-to-the-minute information on the latest in nursing and healthcare. Our conference is open to all nurses for we all play a vital role in leading change and advancing health care.

On Tuesday, October 26th, the convention will kick-off with an evening education program on Mental Health and COVID-19. We will have a panel of speakers that highlight ways of coping and how many dealt with this pandemic. This program is open to all attendees and a light dinner will be provided.

On Wednesday, October 27th, representatives from various organizations from around the State will be exhibiting. This year our hall will be opened for two days, and all our functions will be held in the new Waterfront Conference area. Our exhibit hall has been expanded to include all education programs and food functions, Zumba, line dancing, and a DJ, as well as dedicated exhibit hall hours. We encourage you to visit all exhibitors and have them sign-off on your puzzle raffle. In order to qualify for one of the raffle prizes you must spend time with each of the exhibitors.

*(continued on page 3)*

## KEYNOTE SPEAKER

Buzz Mingin, PhD, PsyD.


Dr. Buzz Mingin is a recognized national speaker and a brain and behavioral health expert. He is an affiliate brain health clinician with the Amen Clinics in California and Manhattan locations and serves as an expert in corporate health.

Working with vast client base from medical surgeons and world entertainers to entry level staff, Dr. Buzz has a repertoire of tools that promote healthier work environments, improved employee performance and increased staff satisfaction.



Dr. Buzz impresses on the three primary functions of human performance which are sleep, diet and exercise...the three daily functions that typically fail and deteriorate among employees who have demanding schedules, high performance expectations and work among diversified teams of employment. In addition to Dr. Buzz arsenal of tools, he emphasizes the need for effective leadership, meaningful managerial structure, and efficient staff communication. Knowing that the brain is a fragile organ that requires maintenancing like the engine of a car, its Dr. Buzz ultimate goal to develop people's brains for all to be able to meet their intellectual potential to benefit one's work environment, one's family, and oneself.

Dr. Buzz has been speaking to various groups for over 25 years, honing his skills with continued education and opportunity. A certified school Social Worker, former football player and current martial arts competitor, he attributes his success to his ability to control his brain in stressful situations. And he wants to teach others how to do the same. Dr. Buzz holds a master's degree in Clinical Psychology and PhD in Education.

Join us on Wednesday, October 27, 2021, to learn how to promote resilience in your practice by Recognizing symptoms of stress in yourself as well as your patients. 

## NEW JERSEY STATE NURSES ASSOCIATION Annual Business Meeting

Join us on Wednesday, October 27th, 1:45 p.m. – 2:45 p.m. and Thursday, October 28th, 9:15 a.m. – 10:30a.m. for our annual meetings. We will discuss the current status of by-law changes, provide a summarization of board reports and discuss current initiatives of NJSNA. This year we also will be presenting our Roll of Honor award to a visionary role model who has contributed to nursing's legacy through extraordinary accomplishments at the local, state, national and international levels.

### Region Meetings

Do you know your Region President? Region meetings will be held at our annual convention. Contact your Region President for more information.


**Region 1** — Morris, Passaic, Sussex, Warren. President, Patricia Baxter, DMH, MSN, RN, CPHQ, pbaxternp@aol.com

**Region 2** — Bergen, Hudson. President, Mary Genuino, DNP, RN-BC, mgenuino1@gmail.com

**Region 3** — Essex, Union. President, Norma Rodgers, BSN, RN, CCRA, ACRP-MPM, region3njsna@gmail.com

**Region 4** — Hunterdon, Mercer, Middlesex, Somerset (Bucks County, PA). President, Maureen Clark-Gallagher, MS, RN, mcgallagher1@comcast.net

**Region 5** — Burlington, Camden, Cumberland, Gloucester, Salem. President, Barbara McCormick, DNP, RN, CEN, barbmcrn@comcast.net

**Region 6** — Atlantic, Cape May, Monmouth, Ocean. President, Renee T. White, Esq., FNP-BC, PMHNP-BC, FN-CSA, reneewaskovich@gmail.com 

## Mental Health and COVID-19 – Tuesday, October 26, 2021

### Nursing Continuing Professional Development Kick-Off Session

The COVID-19 pandemic has led to high anxiety, depression, and stress levels for nurses. During this pandemic, nurses faced poor working conditions, inadequate personal protective equipment, long hours caring for patients, fear of contracting the virus, not seeing their loved ones, the pressure has been unrelenting.

Nurses' emotional well-being has been challenged so finding coping strategies is essential. How can we promote mental well-being?

Our Tuesday evening Kick-off nursing continuing professional development program will talk about the reality nurses faced. Our panelists each have experienced this pandemic in many ways: A wife who cared for her COVID-stricken husband, and then started a recovery group; A mental health specialist that counsels survivors; A nurse that worked on the front lines and now is dealing with post-acute PTSD; a nursing administrator and the challenges faced in a hospital setting; and a legislator's response to Covid-19. Yet, throughout it all, nurses reported to work because that is what it took to beat this pandemic while showing selfless compassion each day.

Join us on the discussion on how we can continue to support each other. 

## HEALTH CARE PLENARY SESSION

In recognition of nursing impact, the Year of the Nurse has been extended and Nurses' Week expanded to a month long celebration. The ICN Nurses' Week theme "A Voice to Lead" mandates our profession to become active and remain visible in nursing advocacy. We know that initiative sustainability is predicated on policy and legislation creation. This session highlights the NJSNA's work in promoting nursing issues on the New Jersey legislative agenda. The Congress on Policy and Practice (COPP) committee will share these issues and match them to candidates' positions in the upcoming election. Be informed and prepared to exercise your nursing voice on November 2, 2021! **Join us on Thursday, October 28, 2021, 4:00 p.m. – 5:00 p.m.** 🍷

### Dear Colleagues (continued)

We are offering a poster presentation. Our poster presenters will be available to answer questions as you visit them with the opportunity to earn contact hours.

We will feature **Dr. Buzz Mingin**, our keynote speaker, who will be speaking on how to develop and maintain brain and mental health with rigorous work schedules and stress. Join us and learn how to not become emotionally hijacked by provocative people or work stress.

Our open business meeting will provide an update on current issues at NJSNA followed by a host of educational activities that will cover the importance of self-care, identifying social media platforms, as well as identifying critical areas where nurses can effectively advocate for opioid reduction strategies.

**Dr. Mary Ellen Levine** cordially invites you and all exhibitors to be part of the President's Masquerade Pool Welcome & Reception to eat, swim, dance and enjoy the evening.

Thursday morning NJSNA is hosting the Candidates Breakfast open to all as we hear from our candidates. You will also have the opportunity to visit our exhibitors and poster sessions for they will still be open. Join **Dr. Sandra Foley** for our mid-morning CE session as she identifies the health benefits of Laughter Yoga. This will be followed by lunch and more exciting topics with outstanding content expert speakers. As the day winds down, join us for the Health Care Plenary session with the Congress on Policy and Practice.

Our specialized offerings are first-rate, so don't forget to register and be part of one of the largest conferences in the State of New Jersey! 🍷

## Laughter Yoga

Sandy Foley, DNP, RN

COVID-19 has affected the life and health of more than 1 million people across the world. This has overwhelmed many healthcare systems, and, of course, effected healthcare providers such as nurses who have been fighting on the frontlines to safeguard the lives of everyone affected. The research has shown nurses are especially feeling overwhelmed.

Laughter and humor are strategies that can be used to maintain perspective during difficult times. Laughter interventions, such as laughter yoga, and humor interventions, such as watching a funny movie, are some methods that can help incorporate laughter and humor into the lives of our nurses.

Nurses are having increased levels of stress and lack the knowledge on the use of laughter yoga. Laughter yoga is both preventive and therapeutic and unwinds the negative effects of stress and strengthens the immune system as well as increases oxygen to the body and brain. Laughter is the best medicine while laughter yoga adds another dimension to the benefits of laughter.

While MM states: "Laughing Yoga was very interesting because it was new information to me. It was a really fun experience; I was laughing the entire time. I would definitely recommend this training to other team members."

This presentation participants will learn techniques that they can implement in their workplace to decrease stress. 🍷



*After a 10-minute Zoom Laughter Yoga class DB states: "I have chronic pain, before the Laughter Yoga Class my pain level was a 6/10; it was decreased to a 2/10 at the end of the session. It really helped manage the pain."*

## Safety Precautions

**New Jersey State Nurses Association/Institute for Nursing will abide by the CDC Guidelines. Please be advised that all safety precautions will be in place for our upcoming event to protect the health and safety of our guests.**

**SAVE THE DATE**  
**Diva and Don Gala**  
**Pines Manor, Edison, New Jersey**  
**April 7, 2022**

**Call for Nominations:** The Diva and Don event offers the opportunity for you to nominate a professional registered nurse who has demonstrated outstanding achievement and been a positive influence on others.

**Deadline Date: December 20, 2021.**

For more information contact Debra Harwell at [deb@njsna.org](mailto:deb@njsna.org).

# 2021 New Jersey State Nurses/ Institute for Nursing Convention

Join Us and Enjoy!!!

**OCTOBER 27–OCTOBER 28, 2021**



**SURVIVING TO THRIVING:**  
Put Your Oxygen Mask on First...  
**Promoting Resilience in Nursing**

## PRELIMINARY SCHEDULE

### Learning Outcomes:

- Nurses will be able to promote resilience in their practice by recognizing symptoms of stress in themselves as well as their patients.
- Within six months nurses will incorporate two self-care techniques into their practice.

## PRE-CONVENTION DAY

### TUESDAY, OCTOBER 26, 2021

3:00 p.m. – 4:00 p.m.	Institute for Nursing Board of Trustees Annual Meeting (Avalon 8)
4:30 p.m. – 5:30 p.m.	NJSNA Resolutions and Bylaws (Avalon 9)
5:00 p.m. – 6:30 p.m.	Convention Registration Open (2nd Floor Registration Desk)
6:00 p.m. – 8:30 p.m.	<b>NURSING CONTINUING PROFESSIONAL DEVELOPMENT EDUCATION KICK-OFF SESSION</b> (2.5 Contact Hours) (Avalon 10–11) <i>Topic: Mental Health and COVID-19</i> <i>Moderator: Lois Greene, DHA, MBA, BSN, RN, NEA-BC, CPPS</i> <i>Speakers: Panel</i> Maureen Schneider, PhD, MBA, RN, CPHQ, FACHE Mary Jane Genuino, DNP, RN-BC Susan Drake, PhD, APN Zelda Paterson, PMH-BC, RN, CNS Bibiane Sykes, MSNed Legislator (Invited)
6:00 p.m. – 9:00 p.m.	AEX Drayage Company Set-Up (Avalon 14–17, 27 & 29)
9:00 p.m. – 12:00 p.m.	Exhibitor Registration and Booth Set-Up (Avalon 18) Poster Session Set-Up

### WEDNESDAY, OCTOBER 27, 2021

6:00 a.m. – 8:00 a.m.	Exhibitor Registration and Booth Set-Up (Avalon 18)
7:30 a.m. – 12:00 p.m.	Convention Registration Open (2nd Floor Registration Desk)
8:00 a.m. – 9:00 a.m.	<b>GRAND EXHIBITION HALL OPEN</b> (Avalon 14–17, 27 & 29) <b>POSTER SESSIONS EXPLOSION</b> (Contact Hours) <i>Breakfast, Zumba, Prize Drawing</i>
9:15 a.m. – 9:45 a.m.	<b>OPENING SESSION</b> <b>514<sup>th</sup> Air Mobility Wing Honor Guard,</b> <b>McGuire Air Force Base</b> (Avalon 1–4 & 30)
9:45 a.m. – 11:15 a.m.	<b>KEYNOTE ADDRESS</b> (1.5 Contact Hours) (Avalon 1–4 & 30) <i>Topic: Mindfulness and Stress Management</i> <i>Speaker: Buzz Mingin, PhD, PsyD, Brain &amp; Behavioral Specialist; Amen Clinic</i>

This presentation will equip the nurses with tools to be happier at work and elsewhere as well as improve service levels and patient care. Join the discussions on how to develop and maintain brain and mental health with rigorous work schedules and stress. Learn how to not become emotionally hijacked by provocative people or work stress.

11:30 a.m.	LPN Forum (Avalon 5)
11:30 a.m. – 1:30 p.m.	<b>NJSNA/IFN CONVENTION LUNCH WITH EXHIBITORS</b> <b>POSTER SESSION EXPLOSION</b> (Avalon 14–17, 27 & 29) <i>Lunch, Zumba, Prize Drawing</i> <b>REGISTRATION CLOSED</b> (2nd Floor Registration Desk) NJSNA Opening Business Meeting (1.0 Contact hours) (Avalon 1–4 & 30)
11:30 a.m. – 1:45 p.m.	<b>NURSING CONTINUING PROFESSIONAL DEVELOPMENT EDUCATION SESSIONS</b> (1.0 Contact Hours)
1:45 p.m. – 2:45 p.m.	<b>A1 – TOPIC: Introduction to Reiki/Using an Evidence Based Approach to Self-Care</b> (Avalon 18–20) <b>SPEAKER:</b> Angela Brathovde, DNP, RN, BC, HNB-BC, Director, Behavioral Health Education, PI and Quality, RWJ Barnabas Health
3:00 p.m. – 4:00 p.m.	This presentation will allow nurses to consider Reiki Energy Therapy in the context of Watson's Science of Caring Philosophy as a theoretical framework to enhance nurse self-care, work-life balance, and strengthening resilience in the nurses' daily personal and professional life. Examples of evidence-based self-care and caring science studies will be presented.
	<b>A2 – TOPIC: Compassion Fatigue</b> (Avalon 21–23) <b>SPEAKER:</b> Lisa M. Golini, MSN, RN, Clinical Manager, Bayada Home Health Care, Inc.
	Nurses and student nurses are lacking the knowledge of the Compassion Fatigue phenomenon, signs and symptoms and treatments. This presentation will address the definition, identify associated terms and myths, the history and origin, who is at risk as well as assessment and warning signs. In the end, self-care means taking care of yourself so that you can be healthy, you can be well, you can do your job, you can help and care for others, and you can do all the things you need to and want to accomplish in a day.
	<b>A3 – TOPIC: Smoking and Vaping: The Danger of the Cloud of Smoke</b> (Avalon 24–26) <b>SPEAKER:</b> Larider Ruffin, DNP, APN, RN, ANP-BC, GNP, CRNP, CTTS Adult and Gerontological Nurse Practitioner & Certified Tobacco Treatment Specialist
	Cigarette smoking remains the number one cause of preventable diseases and death around the World. This presentation seeks to guide the professional nurse to capitalize on the trust earned from the public to advocate for a smoke-free environment, educate patients about the dangers of vaping, and triage patients in a timely manner to help break the vaping crisis.
4:15 p.m. – 5:15 p.m.	<b>EVENING NURSING CONTINUING PROFESSIONAL DEVELOPMENT EDUCATION SESSIONS</b> (1.0 Contact Hours)
	<b>B1 – TOPIC: Climate Health</b> (Avalon 18–20) <b>SPEAKER:</b> Dr. Jeanne Craft (MD)
	<b>B2 – TOPIC: Recovery and Monitoring Program</b> (Avalon 21–23) <b>SPEAKER:</b> Terri Ivory, MSN, RN, RAMP Director, Institute for Nursing

Nurses are not able to identify substance use disorders among other nurses and provide the appropriate intervention. There is a lack of knowledge of substance use disorders, its implication in nursing practice, the appropriate interventions, and availability of a monitoring program. This presentation will enable nurses to identify substance use disorder and its effects in nursing thereby equipping them with the knowledge to intervene and support each other.

**B3 – TOPIC:** **Using Social Media to Build Community and Resilience in the Nursing Profession** (Avalon 24-26)  
**SPEAKER:** Donna Reinbeck, MSN, OCN, NEA-BC, Nursing Faculty, MSN, Coordinator, Kean University, Jaclyn Antonacci, MA, Social Media Coordinator, William Paterson University

While many nurses are using social media and digital networking for personal enjoyment, these platforms provide limitless potential to enhance the nursing profession. Social media continues to change the way people communicate. As we begin to educate and employ a new generation of nurses, it is important to embrace these changes and look to incorporate social media into our professional nursing practice.

6:00 p.m. – 8:00 p.m. **PRESIDENT’S MASQUERADE POOL RECEPTION WITH EXHIBITORS** (Pool Side)  
 7:30 p.m. **Region Meetings (Contact Region President)**  
 Region 3 – Avalon 7  
 Region 4 – Avalon 8

## THURSDAY, OCTOBER 28, 2021

7:00 a.m. - 12:00 p.m. Registration Open (2nd Floor Registration Desk)  
 7:30 a.m. - 9:00 a.m. **CANDIDATES BREAKFAST with EXHIBITORS and Poster Presenters (Free to All)** (Avalon 14–17, 27 & 29)  
 9:15 a.m. – 10:30 a.m. **NJSNA VOTING BUSINESS MEETING** (1.25 contact hours) (Avalon 1-4 & 30)  
 10:45 a.m. – 12:00 p.m. **MID-MORNING NURSING CONTINUING PROFESSIONAL DEVELOPMENT SESSION** (Exhibit Hall) (1.5 Contact Hours) (Avalon 14–17, 27 & 29)  
**Topic: Laughter Yoga**  
**Speaker: Sandy Foley DNP, MSN, RN, Adjunct Professor, William Paterson University**

Nurses are having increased levels of stress and lack the knowledge on the use of laughter yoga. Laughter yoga is both preventive and therapeutic and unwinds the negative effects of stress and strengthens the immune system as well as increases oxygen to the body and brain. This presentation participants will learn techniques that they can implement in their workplace to decrease stress.

12:00 p.m. – 1:15 p.m. **LUNCH WITH EXHIBITORS AND POSTER PRESENTERS** (Avalon 14-17, 27 & 29)  
 Food, Line Dancing, Raffle Prizes  
 12:00 p.m. – 1:15 p.m. **REGISTRATION CLOSED** (2nd Floor Registration Desk)  
 1:30 p.m. – 2:30 p.m. **NURSING CONTINUING PROFESSIONAL DEVELOPMENT SESSIONS** (1.0 Contact Hours)

**C1 – TOPIC:** **Nurse Advocacy: Opioid Reduction across a Systems Continuum** (Avalon 18–20)  
**SPEAKER:** Stephanie Herr, DNP, MSN, RN, EMT, Director of Clinical Education, St. Joseph’s Health, Paterson, NJ

Although eclipsed by the pandemic, the opioid epidemic continues to affect the quality of life and health of millions of ‘Americans and their loved ones with an accelerating death rate of 221 people dying each day from overdose.

This presentation reviews a systems approach to opioid reductions and calls on nurses to advocate for opioid alternatives in their work and community environment.

**C2 – TOPIC:** **Development and Evaluation of a Family Nurse Practitioner-Directed Type 2 Diabetes Mellitus Lifestyle Modification Counseling Program to Improve Diabetes Self-Care Patient Engagement in a Community Mental Health Clinic** (Avalon 18–20)  
**SPEAKER:** Grace Adepoju, RN, MSN, ANP-BC, PMHNP, DNP, Nursing Administration

Improved relationships and increased communication between healthcare provider and the patient are essential to improving outcomes and decreasing overall spending in healthcare. This presentation will focus on Type 2 diabetes mellitus (T2DM) self-management to improve outcomes and increase patient self-management to improve outcomes and increase patient self-management of care in patients at a Community Mental Health center.

**C3 – TOPIC:** **Mentorship Program** (Avalon 24–26)  
**SPEAKER:** Mary Rich, Co-Chair, New Jersey Mentorship Program, Organization of Nurse Leaders, New Jersey Hospital Association

2:45 p.m. – 4:00 p.m. **CLOSING RECEPTION WITH EXHIBITORS** (Grand Prize Drawings) (Avalon 14–17, 27&29)

4:00 p.m. – 5:00 p.m. **HEALTH CARE PLENARY SESSION** (1.0 Contact Hours) (Avalon 1–4 & 30)  
 Congress on Policy and Practice

This session will highlight NJSNA’s work in promoting nursing issues on the New Jersey legislative agenda. The COPP committee will share these issues and match them to candidates’ positions in the upcoming election. Be informed and prepared to exercise your nursing voice on Nov. 2, 2021!

4:30 p.m. **EXHIBITOR AND POSTER SESSION BREAKDOWN** (Avalon 14–17, 27&29)  
 5:00p.m. Nursing Coalition Meeting (Avalon 1–4 & 30)

## POST-CONVENTION DAY FRIDAY, OCTOBER 29, 2021

8:00 a.m. – 3:00 p.m. **Annual CE Update** (Separate Registration Required) (Avalon 1–4 & 30)  
 Hosted by: Institute for Nursing Provider Unit and NJSNA Committee on Continuing Education

The Institute for Nursing is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center’s Commission on Accreditation. P#100-7/22.

Planners, content experts and speakers have declared no conflict of interest. There is no commercial support for this activity. To successfully earn a contact hour certificate, evaluations must be completed on-line. Evaluations will be open on Monday, November 8, 2021 and will close on Monday, November 22, 2021. Certificates will be disbursed electronically one-month post-convention, starting November 29, 2021. Speakers and educational programs are subject to change; please refer to the NJSNA website for the most up to date information.

**NEW JERSEY STATE NURSES ASSOCIATION  
AND THE INSTITUTE FOR NURSING**

**116th Annual Nursing Convention**

**Exhibit Show Date:**

**October 27, 2021-October 28, 2021**

**Harrah's • Atlantic City, NJ**

**BACK BY POPULAR DEMAND**

Dear Friends of Nursing:

We would like to extend an invitation to join us for the 2021 New Jersey State Nurses Association and Institute for Nursing's Annual Convention, in Atlantic City. The convention will be at Harrah's Casino and Resort in Atlantic City on October 27-28, 2021. The 2021 theme is "Surviving to Thriving: Put Your Oxygen Mask on First...Promoting Resilience in Nursing."

We are writing to you as a friend and supporter of our organization to ask for your assistance for our upcoming annual convention which is an event that brings people together for mutual support, education and inspiration.

We look forward to your support for, and attendance at, this unique experience—the 2021 New Jersey State Nurses Association's and the Institute for Nursing's Annual Convention.

**EXHIBITOR OPPORTUNITIES**

• **Exhibitor Hours: 2-day Exhibition**

**Registration and Set-up Hours:**

• Tuesday, October 26, 2021  
9:00 p.m. – 12:00 p.m.

• Wednesday, October 27, 2021  
6:00 a.m. – 8:00 a.m.

**Event Times:**

• Wednesday, October 27, 2021  
8:00 a.m. – 9:00 a.m. . . . . .  
11:30 a.m. – 1:30 p.m. . . . . .  
6:00 p.m. – 8:00 p.m. . . . . .

**GRAND EXHIBITION OPENING**  
Poster Sessions Explosion  
Convention Luncheon with Exhibitors  
President's Masquerade Pool Reception with

**Exhibitors**

• **Thursday, October 28, 2021**

7:30 a.m. – 9:00 a.m. . . . . . Candidates Breakfast with Exhibitors  
12:00 p.m. – 1:15 p.m. . . . . . Lunch with Exhibitors  
2:45 p.m. – 4:00 p.m. . . . . . CLOSING RECEPTION with Exhibitors

This year our exhibitor floor plan has been expanded and rearranged to provide a constant flow throughout the hall for 2 days. We will be hosting all events in the exhibit hall. The exhibit hall traffic builders include our dedicated exhibit hall hours, all education programs, all food functions, poster sessions, which are entwined with the exhibitors, Zumba, musical entertainment, exhibit hall prize drawings, participant raffle drawings and more!

**For more information contact: Norma Rodgers, Exhibits Manager at [njsnaexhibit@gmail.com](mailto:njsnaexhibit@gmail.com) or Debra Harwell, Deputy Director at [deb@njsna.org](mailto:deb@njsna.org) or call 609-883-6336**

**HOTEL INFORMATION**

Harrah's Casino & Resort Hotel, 1900 Pacific Avenue, Atlantic City, NJ 08401

For reservations: 1-888-516-2215

Hotel Reservations: **CODE: SH10SN1**, \$85.00 plus tax & fees

Deadline Date: Friday, October 1, 2021.

If you book a room at another hotel, please let us know so we can receive the room counts. Send either to **Debra Harwell** at [deb@njsna.org](mailto:deb@njsna.org) or by phone at 609-883-5335 x119 or to **Jennifer Chanti** at [jennifer@njsna.org](mailto:jennifer@njsna.org) or ext.111.

**2021 SPONSORSHIP OPPORTUNITIES**

**PREMIUM SPONSOR AVENUE AND BENEFITS**

**\$8,000 – \$5,000 – Platinum Sponsor**

- Free booth in Sponsor Row
- Booth picture taken
- Logo recognition on convention website
- Full page B/W ad in convention journal distributed to all attendees
- Placement of one piece of approved company literature in each convention tote bag
- Special mention in Press Releases
- Acknowledgement as Platinum Sponsor on all materials (print and electronic)
- Acknowledgement at opening ceremony
- Sponsor page inclusion
- Acknowledgement as one of our prime sponsors on signage
- Acknowledgement in the *New Jersey Nurse* and the post *New Jersey Nurse* (circulation over 200,000 RNs, LPNs, NJ State Legislature) newsletters

**\$4,000 – \$2,500**

- Full page B/W ad in convention journal
- Signage prominently displayed at event
- Recognition at event
- Special mention in press releases
- Sponsor page inclusion
- Acknowledgment in the post *New Jersey Nurse* newsletter

**\$2,000 – \$500**

- ¼ page B/W ad in Convention Journal
- Recognition at event
- Sponsor page inclusion
- Acknowledgment in the post *New Jersey Nurse* newsletter

**ADDITIONAL SPONSORSHIP AVENUES**

Sponsorship Avenues	Exclusive	Partial
<input type="checkbox"/> Audio Visual	\$8,000	\$4,000
<input type="checkbox"/> Attendee's Luncheon	\$8,000	\$4,000
<input type="checkbox"/> Exhibit Hall Gallery	\$6,000	\$3,000
<input type="checkbox"/> President's Reception	\$6,000	\$3,000
<input type="checkbox"/> Candidates Breakfast	\$6,000	\$3,000
<input type="checkbox"/> Convention Journal	\$6,000	\$3,000
<input type="checkbox"/> Speaker Honorariums	\$5,000	\$2,500
<input type="checkbox"/> Tote Bags	\$5,000	--
Sponsorship Avenues	Exclusive	Partial
<input type="checkbox"/> Wednesday CT Breakfast	\$5,000	\$2,500
<input type="checkbox"/> Thursday CT Breakfast	\$5,000	\$2,500
<input type="checkbox"/> Convention Brochure	\$4,000	\$2,000
<input type="checkbox"/> Entertainment	\$4,000	\$2,000
<input type="checkbox"/> Internet Service	\$3,000	\$1,500
<input type="checkbox"/> Photographer	\$2,000	\$1,000
<input type="checkbox"/> Truck Rental/Laborer	\$1,500	\$ 750
<input type="checkbox"/> Poster Boards	\$1,000	\$ 500
<input type="checkbox"/> Security Services	\$ 650	--
<input type="checkbox"/> Raffle Prizes	\$ 500	--
<input type="checkbox"/> Coffee	\$ 500	--
<input type="checkbox"/> Miscellaneous	\$ 500	--

Agency/Contact Name: \_\_\_\_\_

I would like to sponsor: \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

Check Enclosed (Payable to NJSNA);  Purchase Order Attached;  Bill my Credit Card

Cardholder: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. \_\_\_\_\_

CVV \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**QUESTIONS? Contact:**

Debra Harwell – 609.883.5335 ext. 119 – [deb@njsna.org](mailto:deb@njsna.org)

Regina Adams – [reginaadams73@aol.com](mailto:reginaadams73@aol.com); Fatima Sanchez – [sbatmaj@aol.com](mailto:sbatmaj@aol.com)

**No donation is too little.  
Any support is appreciated.  
Thank you!**

**I understand that there are no refunds.**

**Sponsorship Benefits:  
All supporters are acknowledged in  
the Convention Journal, Opening  
Ceremony, Signage and website.**

**2021 NJSNA/IFN CONVENTION**  
**OCTOBER 27-28, 2021**  
**HARRAH'S CASINO AND RESORT, ATLANTIC CITY, NJ**

**SURVIVING TO THRIVING:**  
 Put Your Oxygen Mask on First...  
 Promoting Resilience in Nursing



**MUST BE LEGIBLE – TYPEWRITTEN PREFERRED**

NAME:		CREDENTIALS:	
ADDRESS:		APT/SUITE:	
CITY:	STATE:	ZIP:	
PHONE:		FAX:	
EMAIL ADDRESS <i>(Must be a professional working email address to receive certificate):</i>			
EMPLOYER/SCHOOL OF NURSING:			
UNLICENSED NURSING STUDENT <i>(Student ID Required)</i> : <input type="checkbox"/> YES <input type="checkbox"/> NO <i>*Unlicensed Nursing Student is defined as an individual that is NOT licensed as a Registered Nurse (RN) or Licensed Practical Nurse (LPN) (Licenses will be checked)</i>			

**REGISTRATION**

STATUS	(Full-10/27-28); (Wednesday-10/27); (Thursday – 10/28)	PRICE
NJSNA MEMBER	<input type="checkbox"/> FULL CONVENTION	\$275.00
MEMBER #:	<input type="checkbox"/> WEDNESDAY ONLY	\$199.00
	<input type="checkbox"/> THURSDAY ONLY	\$199.00

NON-MEMBER	<input type="checkbox"/> FULL CONVENTION	\$325.00
	<input type="checkbox"/> WEDNESDAY ONLY	\$249.00
	<input type="checkbox"/> THURSDAY ONLY	\$249.00

UNLICENSED NURSING STUDENT	<input type="checkbox"/> FULL CONVENTION	\$125.00
Or LICENSED PRACTICAL NURSE	<input type="checkbox"/> WEDNESDAY ONLY	\$ 75.00
	<input type="checkbox"/> THURSDAY ONLY	\$ 75.00
<b><i>FOOD FUNCTIONS INCLUDED WITH PRICES ABOVE SPECIFIC TO EACH DAY</i></b>		

SPECIAL EVENTS – SEPARATE FEE REQUIRED		
Wednesday President’s Reception	<input type="checkbox"/> 10/27/2021	\$ 50.00
<b>TOTAL AMOUNT DUE FOR ALL SECTIONS</b>		<b>\$ _____</b>

METHOD OF PAYMENT:	<input type="checkbox"/> CHECK ENCLOSED <i>(Do Not Mark if Check is Not Enclosed)</i>	<input type="checkbox"/> CREDIT CARD
Check payable to: New Jersey State Nurses Association, 1479 Pennington Rd, Trenton, NJ 08618		
CARD #:	EXP. DATE	CVV#
<i>(Please make sure all numbers are inputted correctly)</i>		
SIGNATURE:		
<input type="checkbox"/> I UNDERSTAND THERE ARE NO REFUNDS FOR CONVENTION REGISTRATION		



**SURVIVING TO THRIVING:**  
Put Your Oxygen Mask on First...  
**Promoting Resilience in Nursing**

NJSNA/IFN  
1479 Pennington Road  
Trenton, NJ 08618

**JOIN US!**  
**OCT. 27-OCT. 28, 2021**  
**Harrah's Hotel & Casino**  
**Atlantic City, NJ**



**YOU ARE INVITED TO BE PART OF**  
**NJSNA's/IFN's**  
**2021 CONVENTION AD JOURNAL**

The 2021 NJSNA/IFN CONVENTION – THE YEAR OF THE NURSE. *Surviving to Thriving: Put Your Oxygen Mask on First...Promoting Resilience in Nursing* will be the premier event for nursing professionals in New Jersey. The convention is being held on October 27–28, 2021 at Harrah's Casino and Resort in Atlantic City, New Jersey.

We would appreciate your support by placing an ad in our 2021 convention journal. The overall size of the journal is 8.5" x 11". For information on ad placement, contact **Debra Harwell** at [deb@njsna.org](mailto:deb@njsna.org). All ads should be sent in a .EPS, .PDF, .DOC format. If camera-ready artwork is unavailable, a text only Congratulations advertisement will be developed at no additional cost.

All ads sent electronically should be emailed with **Convention Ad** in the subject line to both **Debra Harwell**, Deputy Director [deb@njsna.org](mailto:deb@njsna.org) and **Allyson Foose**, Graphic Artist [allybdesign@yahoo.com](mailto:allybdesign@yahoo.com)

Please help us to make this year's journal a success! In appreciation for your generosity, all supporters will be acknowledged in our post-convention *New Jersey Nurse* newsletter.

**Thank you for your consideration and continued support.**

**DEADLINE: August 28, 2021**

<input type="checkbox"/> Outside BACK COVER Ad size: 8" W x 10.5" H	\$750 B/W	<input type="checkbox"/> FULL PAGE Ad size: 7.5" W x 10" H	\$300 B/W
<input type="checkbox"/> Inside FRONT COVER Ad size: 8" W x 10.5" H	\$500 B/W	<input type="checkbox"/> HALF PAGE Ad size: 7.5" W x 5" H	\$150 B/W
<input type="checkbox"/> Inside BACK COVER Ad size: 8" W x 10.5" H	\$500 B/W	<input type="checkbox"/> QUARTER PAGE Ad size: 3.75" W x 5" H	\$75 B/W
<input type="checkbox"/> PATRONS' BUSINESS CARD (Ad size: 3.75" W x 2.5" H) \$40 B/W			

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Address: \_\_\_\_\_

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Phone Number: (Day) \_\_\_\_\_ (Work) \_\_\_\_\_

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Total Amount Due: \$ \_\_\_\_\_

Check enclosed payable to *New Jersey State Nurses Association (NJSNA)*

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mail to: NJSNA, 1479 Pennington Road, Trenton, NJ 08618; [www.njsna.org](http://www.njsna.org)

**QUESTIONS? Contact:**  
Debra Harwell – 609.883.5335 ext. 119 – [deb@njsna.org](mailto:deb@njsna.org)  
Regina Adams – [reginaadams73@aol.com](mailto:reginaadams73@aol.com);  
Fatima Sanchez – [sbatmaj@aol.com](mailto:sbatmaj@aol.com)