



## CTNE 2008

*Welcome!*

### 33rd Annual Creative Teaching for Nursing Educators Conference

*Hosted by the College of Education at  
The University of Memphis  
March 9-11, 2008 at the Peabody Hotel  
Memphis, Tennessee*

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logo and web  
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The Creative Teaching for Nursing Educators conference is a comprehensive program that provides an array of activities with special emphasis on practical application. The primary goals of the CTNE conference are to present current and innovative nursing education topics and to fulfill the continuing education needs of nursing faculty members and staff development personnel.

#### Contact Us:

The University of Memphis  
CTNE Conference  
204 Ball Hall  
Memphis, TN 38152

Phone: 901-678-0859  
Fax: 901-678-1523  
E-mail: [ctne@memphis.edu](mailto:ctne@memphis.edu)



## CTNE 2008

### Keynote Speaker

#### BARB BANCROFT

##### About the speaker

Barb Bancroft, RN, MSN, PNP, has provided more than 2000 continuing education seminars on topics pertaining to pathophysiology, physical assessment, and pharmacology to health care professionals throughout the United States and Canada.

She has been the keynote speaker for the Association of Practitioners for Infection Control, the National Association of Biology Teachers, the National Association of Orthopedic Nurses, the National Association of Emergency Nurses, and the National Association of Nurse Practitioners.

She has held faculty positions at the University of Virginia, the University of Arkansas, Loyola University of Chicago, and St. Xavier University of Chicago. She has provided courses on Advanced Pathophysiology, Pharmacology and Physical Assessment to graduate and undergraduate students.

Barb Bancroft is the author of *Medical Minutiae*, a humorous look at the fields of medicine and nursing and *An Apple a Day: The ABCs of Diet and Disease* and the newest release titled *Live a Little, Laugh a Lot* (August 2003). Barb has also published a 2004 calendar to accompany the book *Live a Little, Laugh a Lot*. She is also a contributing editor to the 1998 edition of Beare and Myers *Adult Health Nursing* (Mosby, St. Louis). She is currently working on *Bite Me: The ABCs of Bites and Disease* and *Shampoos, Tattoos, and Barbeques: The ABCs of Infectious Disease*.

Barb is a fascinating and highly informative speaker whose dynamic presentation style makes learning enjoyable. She provides a wealth of clinical information that can be applied to everyday practice.

Comments from previous seminars about Barb Bancroft:

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Comments from previous seminars about Barb Bancroft.

*“Barb makes every other in-service I’ve ever been to pale because of her vast knowledge, humor, and excellent presentation. I would love to attend EVERY program she does.”*

*“Excellent—no other presenter can compare to Barb Bancroft.”*

*“An excellent seminar! Barb’s knowledge is very impressive. In the 13 years that I’ve been attending seminars, this was one of the best, if not the best.”*

*“Great sense of humor along with the solid knowledge base of the speaker made the session very enjoyable and informative.”*

*“Presented difficult information with laughter and ease. I will be able to retain and use the information in my clinical practice.”*

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**Dr. Samuel L. Maceri**

We are pleased to announce that Dr. Samuel L. Maceri, Director of Education and Support at St. Jude Children's Research Hospital and a registered nurse of over 30 years, will be conducting a general session at the 2008 conference.

The general session will focus on the key principles of adult learning and how to create an environment where cooperative learning can take place. St. Jude has introduced 'Clinical Immersion' for all its nursing orientees as an innovative application of adult learning principles. Come find out how you can implement 'Clinical Immersion' at your institution. The general session will be followed by a 'Panel of Experiences' from St. Jude.



Can you imagine...  
*a world  
without children?*



#### Banquet Luncheon Speaker



**Loretta Manning**

We welcome Loretta Manning as the Luncheon Speaker for our 2008 Conference. She has co-authored *Nursing Made Insanely Easy*, and *NCLEX-RN 101: How to Pass*. Her latest book she co-authored is *The Pathways of Teaching Nursing: Keeping it Real*. Loretta works internationally with schools in assisting faculty with item writing, teaching strategies for making learning fun and assisting with clinical decision making, and strategies for teaching pharmacology. Nursing faculty and students indicate that Loretta is very motivational and inspires them to strive for excellence.

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### CONFERENCE SCHEDULE-AT-A-GLANCE

*This is an outline of the actual conference schedule and it is subject to change.  
You will receive a copy of the conference program  
when you arrive at the conference.*

**[CLICK HERE](#) to see  
a detailed schedule of  
the concurrent and  
extended sessions.  
You will need to use  
this form when you  
register.**

#### Sunday, March 9, 2008

9:00am – 12:00pm.....[Graceland Excursion](#)

9:30am – 12:00pm..... [Memphis City Tour Excursion](#)

11:00am – 1:15pm.....Check-in and On-Site Registration Begins

1:15pm - 1:30pm .....Opening Session

1:30pm - 2:30pm.....[Keynote](#)

3:00pm – 4:30pm.....[Concurrent Sessions](#)

3:00pm – 6:30pm.....[Extended Session](#)

4:00pm – 4:30pm.....Break for all Sessions & Exhibits

5:00pm – 6:30pm.....[Concurrent Sessions](#)

6:30pm – 7:30pm.....Exhibits and Networking Reception

#### Monday, March 10, 2008

7:00am – 8:00am.....Continental Breakfast

9:30am – 10:30am.....Exhibits and Refreshments

8:00am – 9:30am.....[Concurrent Sessions](#)

8:00am – 11:30am.....[Extended Session](#)

8:00am – 11:30am.....Extended Session

9:30am – 10:00am.....Break for all Sessions& Exhibits

10:00am – 11:30am.....Concurrent Sessions

11:30am – 12:30pm.....Luncheon/Speaker

1:00pm – 2:30pm.....Concurrent Sessions

1:00pm – 4:30pm.....Extended Session

2:30pm – 3:00pm.....Break for all Sessions & Exhibits

3:00pm – 4:30pm.....Concurrent Sessions

4:30pm – 6:00pm.....Exhibits and Refreshments

5:00pm – 9:00pm.....Tunica, MS Excursion

## **Tuesday, March 11, 2008**

7:00am – 7:45am.....Continental Breakfast

7:45am – 8:45am.....General Session

9:15am – 10:45am.....Concurrent Sessions

9:15am – 12:45pm.....Extended Session

10:45am – 11:15am.....Break for all Sessions & Exhibits

11:15am – 12:45pm.....Concurrent Sessions

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**Excursion  
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Would you like to see Elvis' famous jungle room or walk the halls of St. Jude? How about trying your luck at one of the casinos? Conference attendees are invited to visit Graceland, take a tour of Memphis or travel to a casino in Tunica, MS. If you are an attendee or presenter interested in participating in any of these excursions, please fill out the appropriate fields on the online registration form. If you would like more information about the excursions, please contact us at [ctne@memphis.edu](mailto:ctne@memphis.edu). We look forward to seeing you in March 2008!

### **Visit Graceland**

Sunday 9:00 am—Noon, \$45

Sunday morning, prior to the conference, attendees are invited to tour Graceland, the home of Elvis Presley. Fee includes round-trip bus fare and the full array of Graceland tour attractions. Please visit [www.elvis.com/graceland/](http://www.elvis.com/graceland/) for more information. The bus will board at 9:00am at the Peabody Hotel, and will return at 12:00pm.



### **Memphis City Tour**

Sunday 9:30 am— Noon, \$28



Attendees are also invited to tour Memphis on Sunday morning before the Conference begins. The fee includes stops at St. Jude Children's Research Hospital, Beale Street and the Memphis



Children's Research Hospital, Beale Street, and the Memphis Welcome Center. The bus will leave from the Peabody Hotel at 9:30am.

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## ***Experience the Nightlife in Tunica, MS***

**Monday 5:00 pm, \$30**

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Following the Monday afternoon sessions, attendees can travel to Tunica, MS to experience fun, food, and entertainment. The \$30 fee includes roundtrip transportation to and from the Peabody and \$10 in free slot play. The bus will board at 5:00pm at the Peabody Hotel and will depart Tunica at 10:00pm.



Tunica Convention and Visitors Bureau (TCVB), [www.tunicamiss.com](http://www.tunicamiss.com)

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## CTNE 2008

### Vendor Opportunities



[Advertising Registration](#)

[Sponsorship Registration](#)

[Exhibitor Registration](#)

Conference attendees are nursing educators and administrators from across the U.S. and Canada who purchase instructional materials, audiovisual aids, periodicals, software, textbooks, and interactive learning media. Hundreds of nursing educators from a variety of health settings attended the three-day workshop in March. We invite you to join as a partner in bringing a quality conference to the nursing educators. You may do this in a variety of ways that range from having a vendor's display booth, subsidizing conference literature, to sponsoring a meal or event. Exhibition booths may be used to recruit, sell or advertise.

## CTNE Advertising Opportunities

### Program advertising in participant binder:

Full page (8 1/2" x 11")

- Black and white ONLY \$300

Half page (4 1/4" x 8 1/2")

- Black and white ONLY \$200

Quarter page (4 1/4" x 5 1/2")

- Black and white ONLY \$100

This advertising opportunity will bring exposure to your organization like none other. Each participant and presenter at the conference will receive a participant binder containing your company's advertisement. Please submit advertisement artwork and text no later than February 15, 2008.

### Insert in registration packet

\$150 insertion fee

This allows your business or organization to have one insert, in the form of a brochure, flyer, pamphlet, etc. into each participant's registration packet. Your business or organization will be responsible for shipping 500 copies of your desired insert to CTNE no later than February 15, 2008.

[Advertising Registration Form](#)

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## Sponsorship Opportunities

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Exhibiting at the 2008 CTNE allows you several opportunities for exposure through sponsorship of tote bags, luncheon, notebook, and/or sponsorship of other various items and events.

By exhibiting at the CTNE conference you will have the opportunity to network with nursing professionals and educators in the field who are attending the conference.

### CTNE Tote Bags

1 sponsorship: Price To Be Determined

Always a favorite sponsorship at any conference! Every attendee receives a tote bag upon registration at CTNE. Your company logo and/or message are visible throughout the conference and long after.

Sponsorship includes:

- Full page black and white ad in participant binder
- One imprint on one side of tote bag
- Sponsorship logo and link on CTNE website
- Company logo on sponsor page in participant binder
- Company logo on a large "Thank-You" sign at the entrance to exhibit hall

### CTNE Participant Binder

1 sponsorship available at \$3,000

Sponsoring binders for all CTNE attendees is a great way to keep your name around long after the conference is over!

Sponsorship includes:

- Full color page with your company's logo design on the back cover of participant binder
- Sponsorship logo and link on CTNE website
- Company logo on sponsor page in participant binder
- Company logo on a large "Thank-You" sign at the entrance to exhibit hall

### Participant Luncheon

1 Sponsorship available at \$25,000

Or

2 Sponsorships available at \$12,500 each

Or

3 Sponsorships available at \$8,300 each

Sponsorship includes:

- Company banner displayed at luncheon
- Sponsorship logo and link on CTNE website
- One Exhibit Booth
- Company logo on sponsor page in participant binder
- Company logo on a large "Thank-You" sign at the entrance to exhibit hall

### Networking Reception

## **Networking Reception**

1 sponsorship available at \$1,500

Sponsorship includes:

- Sponsorship logo and link on CTNE website
- Company logo on sponsor page in participant binder
- Company logo on a large “Thank-You” sign at the entrance to exhibit hall

### **Sponsorship Registration Form**

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## **Exhibit Booth Space**

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### **Single Booth Space**

Starting at \$450

10'x 10' booth  
One (1) draped table  
One (1) wastebasket  
Two (2) chairs

### **Double Booth Space**

Starting at \$675

10'x 20' booth  
Two (2) draped tables  
One (1) wastebasket  
Two (2) chairs

Three Premier booths are also available at the entrance of the exhibit hall for \$600 providing immediate display of your products to all exhibit hall visitors. If you are interested in a Premier booth, please indicate on your Exhibitor Registration Form and we will process your request if space is available.

### **Exhibitor Registration Form**

## **Exhibit hours**

Sunday, March 9, 2007  
11:00 am – 7:30 pm

Monday, March 10, 2007  
8:00 am – 5:00 pm

### **Assignment of Space**

Booth spaces will be assigned on a first- come, first-served basis ( according to the postmark of the exhibit application and exhibit payment). We encourage you to return your application to exhibit promptly so as to assure yourself a space at the 2008 CTNE conference.

### **Use of Space**

Reassignment or sharing of booth space is prohibited. Please use only the space assigned; i.e your signs must also fit within this space. Use of extra tables, etc is also prohibited.

### **Exhibit Assembly**

Exhibits may be assembled from 7:00 a.m.-11:00 a.m. on Sunday, March 9, 2008. Exhibitor must be present for the entire assembly time.

Exhibits may be assembled from 7:00 a.m.-11:00 a.m. on Sunday, March 9, 2008. Exhibitors are responsible for all of their items and set-up of these items.

### **Exhibit Disassembly**

Exhibits may not be disassembled before 5:00 pm on Monday, March 10, 2008. Exhibitors are responsible for removal of all items from their exhibit space.

We hope that you will join us in providing the nursing educators with a high quality learning experience in March 2008. Please contact the CTNE office at 901-678-0859 or email [ctne@memphis.edu](mailto:ctne@memphis.edu) to discuss your company's involvement in our 33<sup>rd</sup> anniversary conference.

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## *CTNE 2008*

### *Registration*

**[Click Here to Register Online](#)**

#### Registration Fees:

\$470 for each participant with registration and payment postmarked before Friday, February 1, 2008.

\$450 for 3 or more from the same organization registering before Friday, February 1, 2008.

\$520 for each participant when registration and payment is postmarked after Friday, February 1, 2008.

Participants are responsible for their own hotel reservations. Call 1-800-PEABODY and mention the conference for a discounted rate.

**We look forward to seeing you at the conference  
March 9—11, 2008 at the The Peabody Hotel in  
Memphis, TN.**

**Your company  
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## CTNE 2008

### History

In 1975, Art Garner, Professor of Curriculum and Instruction at Memphis State University, now The University of Memphis, approached Ms. Joy Lynn Douglass of the Methodist Hospital School of Nursing in Memphis. After conducting workshops in schools of nursing across the nation, Dr. Garner was convinced that a national workshop should be offered to help enhance the teaching skills of nursing educators. Ms. Douglass enthusiastically embraced the proposal and said, "Let's go for it."

A committee of educators and administrators from Memphis State and Methodist Hospital School of Nursing was formed to plan and offer the first annual workshop on Creative Teaching for Nursing Educators in January, 1976. This workshop was conducted on the university campus with 38 nursing educators participating. Their enthusiasm was so great, the workshop was expanded the following year.

The planning committee immediately began working on the second annual workshop. This second effort attracted additional participants from several states. Because of the growth in the program during the early years, the committee knew that nursing educators needed additional opportunities to develop both professionally and personally.

The current committee is composed of Robert Koch, Rexann Pickering, Brenda Smith, Ann Warblow, and Esther Christian. Under the leadership of Angela Christopher and Jennifer Nelson, the planning committee ensures that the workshop sessions are timely and of high quality in order to meet the professional development needs of nursing educators.

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needs of nursing educators.

We extend our thanks to those of you who have supported this workshop in the past and we offer a sincere welcome to those of you who are attending for the first time. We exist because of professionals like you. We solicit your support and participation as we look forward to the 33rd Annual Creative Teaching for Nursing Educators Conference.

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## CTNE 2008

### Things to do in Memphis

- [Memphis Travel Information](#)

Welcome to the Official Site for travelers to Memphis, Tennessee, sponsored by the Memphis Convention & Visitors Bureau. Learn everything about our music, entertainment, history, heritage and especially how to get here and enjoy every minute in Memphis!

- [The Peabody Hotel](#)

The Peabody Memphis Hotel is a masterpiece of elegant décor and furnishings combined with historical richness: "The South's Grand Hotel."

- [Memphis Weather](#)

Seven day forecast for Downtown Memphis brought to you by the National Weather Service Forecast Office

### Dining Out Guide

Below are some of the restaurants located in proximity to the Peabody Hotel. These are merely suggestions and are not to be regarded as recommendations.

- [Chez Philippe, Peabody Hotel](#): classic French cuisine (dinner only)

- [Peabody Place Mall](#) (adjacent to The Peabody Hotel)

Isacc Hayes' Music Food Passion: *Ribs and Southern food served in a great atmosphere*

Dan McGuiness' Irish Pub: *Authentic Irish food and bar*

Puccini and Pasta: *Italian Favorites*

Starbucks Coffee: *opens at 7 a.m for coffee and breakfast pastries*

- [Downtown](#)

Rio Loco: *Mexican Favorites*

Huey's: *directly across from the Peabody; great burgers, sandwiches and salads*

Rendevous Restaurant: *Famous Memphis BBQ!*

- [Beale Street](#)

Blues City Café: *Ribs, catfish, gumbo and other southern dishes*

Hard Rock Café: *great atmosphere and great food*

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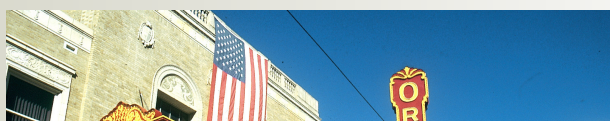
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Memphis, TN 38152

Email: [ctne@memphis.edu](mailto:ctne@memphis.edu)  
Phone: 901-678-0859  
Fax: 901-678-1523

- Angela Christopher: Co-Director
- Jennifer Nelson: Co-Director
- Linda Dunnivant: Coordinator/Graduate Assistant

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