### Meeting at a Glance

**Wednesday, August 6, 1997**
- 5:00-7:00 p.m. Reception poolside
- Registration materials available

**Thursday, August 7, 1997**
- 8:00-8:45 a.m. Continental Breakfast Registration
- 8:45-10:00 a.m. Welcome/Introductions Keynote Presentation
  - Linda J. Shinn, MBA, RN, CAE
- 10:00-10:30 a.m. Break
- 10:30-11:30 a.m. Concurrent Sessions
- 11:30-1:30 p.m. Lunch (provided)
- 1:45-2:45 p.m. Concurrent Sessions
- 2:45-3:15 p.m. Break
- 3:15-4:15 p.m. Concurrent Sessions

**EVENING FREE**

**Friday, August 8, 1997**
- 8:00-8:45 a.m. Continental Breakfast Registration
- 8:45-10:00 a.m. Welcome/Introductions Plenary Presentation
  - Suzanne Gordon
- 10:00-10:30 a.m. Break
- 10:30-11:30 a.m. Concurrent Sessions
- 11:30-1:30 p.m. Cookout Lunch with Round Table Discussions
- 1:45-2:45 p.m. Concurrent Sessions
- 2:45-3:00 p.m. Break
- 3:00-4:00 p.m. Closing Session
  - Cheryl Smart
  - JoAnn (Grif) Alspach, EdD, MSN, RN, FAAN

### General Sessions

#### KEYNOTE PRESENTATION

**Is the Future of Your Publication the Endangered Species List?**

- Linda J. Shinn, MBA, RN, CAE
- Principal
- Consensus Management Group
- Washington, DC

In this presentation, Linda Shinn will review the trends which threaten the future of nursing publications and discuss specific strategies for keeping your publication from being put on the endangered species list.

#### PLENARY SESSION

**Suzanne Gordon**
- Journalist
- Boston, MA

In this plenary session, award-winning journalist Suzanne Gordon will share stories of nursing and the press. She will offer insight on nursing’s impact on the media and the responsibility of nurse editors for educating the public about the profession.

#### CLOSING SESSION

**The Business of Publishing: From the Publisher's Perspective; From the Editor's Perspective**

- Cheryl Smart
  - Publisher
  - Mosby-Year Book
  - St. Louis, MO

- JoAnn (Grif) Alspach, EdD, MSN, RN, FAAN
  - Editor
  - *Critical Care Nurse*
  - Annapolis, MD

In the closing session, Cheryl Smart and Grif Alspach will address some of the financial aspects of publishing. The publisher's perspective will include a discussion of production and editorial costs while the editor's perspective will include advice on negotiating contracts.
Concurrent Sessions

Thursday, August 7, 1997
10:30 - 11:30 a.m.

Mastering the Basics: A Session for New Editors
Donna Nativio, PhD, RN, CRNP, FAAN
Editor
Journal of the American Academy of Nurse Practitioners
Pittsburgh, PA

Linda Davidson
Editorial Director
Macmillan Magazines
London, England

In this session, Donna Nativio and Linda Davidson will address basic topics such as keeping authors happy, keeping on top of issues in the field, manuscript solicitation, and dealing with the publisher. The session will also include a brief discussion of practical editing skills.

Managing Dilemmas: A Session for Experienced Editors
Annette Flanagan, MA, RN
Associate Senior Editor
Journal of the American Medical Association
Chicago, IL

Linda Juall Carpenito, MSN, RN, NP-C
Editor
Nursing Forum
Mickleton, NJ

During this interactive session, Annette Flanagan and Linda Carpenito will address three scenarios on the following topics: maintaining editorial independence, dealing with VIP authors, and publishing on the Internet. Each attendee will have the opportunity to discuss and resolve the dilemmas presented in each scenario.

Thursday, August 7, 1997
1:45 - 2:45 p.m.

Managing Peer Reviewers
Karen Haller, PhD, RN
Editor
Journal of Obstetric, Gynecologic and Neonatal Nursing
Washington, DC

Carolyn Emden, PhD, RN
Faculty of Nursing
University of South Australia
Adelaide, South Australia

After giving an overview of procedures and practices among journals, Carolyn Emden and Karen Haller will present views from both the peer reviewer and the manager. Tips for improving reviewers' performance are provided as well.

Journal CE Offerings: From Before the Manuscript to Print
Nancy DiMauro, MA, RN, C
Director of Continuing Education
Lippincott-Raven Publishers
New York, NY

In this presentation, Nancy DiMauro will walk journal editors through the creation process of a journal CE offering. Topics covered will include the pros and cons of journal CE offerings, CE needs assessments, content development, approval/provider process, offering evaluations, the assignment of contact hours, and various CE criteria including the recently-released 1996 American Nurses Credentialing Center's Commission on Accreditation CE Criteria, specialty organization criteria, and State Boards of Nursing requirements.
Concurrent Sessions

Thursday, August 7
3:15 - 4:15 p.m.

Newsletters: Are They News? Are They Letters?

Marie Manthey, MNA, RN, FRCN
President
Creative HealthCare Management
Minneapolis, MN

In this session, Marie Manthey will address issues of concern to newsletter editors including choosing appropriate content, soliciting content, making a newsletter a valuable member benefit, and dealing with the association and/or publisher. Marie will also discuss how a newsletter's content and purpose differ from those of a journal.

Search Tools for the Internet

Mary Anne Rizzolo, EdD, RN, FAAN
Manager, Online Services for Nursing and Allied Health
Lippincott-Raven Publishers
New York, NY

After defining search tools and describing what search tools are available, Mary Anne Rizzolo will describe how to find information you need by using search tools, what to consider when deciding which tool to use, and offer tips for more successful searches.

Friday, August 8
10:30 - 11:30 a.m.

The Politics of Editing an Association Publication

James A. Fain, PhD, RN, FAAN
Editor
The Diabetes Educator
Warwick, RI

Sallie Tucker-Allen, PhD, RN, FAAN
Publisher
The ABNF Journal
Lisle, IL

In this session, Sallie Tucker-Allen and Jim Fain will provide an overview of two specialty organizations (Association of Black Nursing Faculty and the American Association of Diabetes Educators) along with the challenges and opportunities facing each group in regard to publication. Discussion will focus on issues and problems which may arise between a professional organization and a for-profit corporation. Additionally, the use of a mentoring program will be presented as a strategy which increases the number of manuscripts submitted.

Update on Electronic Publishing

Norah Casey, RN, NCTJ
Director
RCN Publishing Company
London, England

Jane Barnsteiner, PhD, RN, FAAN
Editor
Online Journal of Knowledge Synthesis for Nursing
Indianapolis, IN

In this session, Norah Casey will give an overview of electronic publishing and of the Internet. She will also describe how to develop electronic media products that complement print materials. Jane Barnsteiner will describe the development of the Online Journal of Knowledge Synthesis for Nursing and efforts to keep the journal alive and interesting. The move to total web access and other recent changes will be described.
Concurrent Sessions

Friday, August 8
1:45 - 2:45 p.m.

Getting Clinically-Relevant Topics

Beverly Giordano
Editor
AORN Journal
Denver, CO

Sheila Sparks
Editor
SCI Nursing
Sterling, VA

In this interactive session, Beverly Giordano and Sheila Sparks will help participants generate ideas for soliciting new manuscripts, mentoring nurse authors, and maximizing resources or acquiring clinical articles.

Writing Editorials

Laurel Archer Copp, PhD, RN
Editor
Journal of Professional Nursing
Chapel Hill, NC

In this session, Laurel Archer Copp will help participants understand and appreciate the art of reading and writing editorials. She will give definitions of editorializing, discuss motivations for writing editorials, and make suggestions about the timing of editorials.

Travel

The resort is 15 minutes from the Sarasota/Bradenton airport (taxi is approximately $15), one hour and 20 minutes from Tampa/St. Petersburg/Clearwater and 2 hours from Fort Myers. Summer rates are available from all major car rental companies.

For air and ground transportation assistance, contact Four Star Travel, the official travel agency of the 1997 INANE Conference. Ask for Kim and be sure to mention that the travel is for the INANE Conference. (800) 782-7471, 9:00 a.m. - 5:30 p.m. CT.

Be sure to arrive in time to attend the welcome reception scheduled for Wednesday, August 6, from 5:00 - 7:00 p.m. The conference ends at 4:00 p.m. Friday, August 8, 1997.

The Resort

The Resort at Long Boat Key Club is a Four Star, Four Diamond Suite property on a barrier island in the Gulf of Mexico, just west of Sarasota. Recreational activities offered at the resort include golf, tennis, and a variety of water sports. Within minutes of the Resort are dining, shopping, theater, art galleries, and museums. For reservations, call (813) 383-8821 or 1-800-237-8821 (US and Canada). Identify that you are with the INANE Conference. Reservation deadline is July 7, 1997, in order to obtain the conference rates listed below.

Choose from the following:

Twin Guest Room, $110
(Two twin beds, refrigerator, private balcony)

King Guest Room, $115
(One king size bed, refrigerator, private balcony)

Golf/Lagoon view Club Suite, $120
(One king size bed, kitchen, washer/dryer, dressing room, private balcony)

Beach view Club Suite, $130
(One king size bed, kitchen, washer/dryer, dressing room, private balcony)

One Bedroom Suite, $215
(One bedroom, living room, dining area, kitchen, washer/dryer, private balcony)

Two Bedroom Suite, $290
(Two bedrooms, living room, dining area, kitchen, washer/dryer, private balcony)
Registration

The registration fee is $200 (U.S. Funds Only) if postmarked by July 10, 1997. After July 10, the registration fee is $250 (U.S. Funds Only). Call (904) 484-9987 for additional information.

Make check payable to INANE Conference and mail with this form to the address below:

INANE Conference  7794 Grow Drive  Pensacola, FL 32514

Name: ___________________________________  Credentials: ___________________________________

Title: ___________________________________

Complete Name of Publication (no abbreviations): ________________________________________________

Preferred Address  □ home  □ work

Street Address: ___________________________________________

City ___________________________  State/Province: ___________________________

Zip/Postal Code: ___________________________  Country: ___________________________

Daytime Telephone Number: ___________________________

Fax Number: ___________________________

Email Address: ___________________________

______________________________________

1997 INANE Conference
7794 Grow Drive
Pensacola, FL 32514