

Leadership Conversations: Dialogues with Students and Health Professions Leaders

November 7, 2009 • 8:00 AM – 2:30 PM • Health Sciences Building

Sponsored by the Student Leaders' Council of the College of Allied Health Sciences

About the Conference

The conference is designed to assist students in the College of Allied Health Sciences in developing strong leadership skills. Leadership experts including several state and national level leaders in Allied Health will engage students in various discussions about leadership opportunities, leadership skills, and how they can embrace leadership principles as a student. Students will be able to choose breakout sessions, enjoy lunch, and dialogue with leaders from the professions they are joining!

Acknowledgement

The Student Leaders' Council, through a grant from the BB&T Leadership Enhancement fund is proud to provide this workshop for the students in the CAHS.

Agenda

8:00-8:45 AM	REGISTRATION
8:45-9:15	Introductions and Keynote Speaker
9:15-9:25	Break
9:30-10:30	Breakout Sessions
10:40-11:40	Breakout Sessions
11:45 AM-12:45 PM	LUNCH
1:00-2:30	Dialogues

Cost: Free for Students of the College of Allied Health Sciences

REGISTER ONLINE at www.ecu.edu/cs-dhs/ah/leadership.cfm

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department for Disability Support Services at least two weeks prior to the event at (252) 737-1016 (Voice/TTY). For more information contact Sara Woolard at 744-5205 or woolards@ecu.edu

KEYNOTE ADDRESS

Charlie Brown, M.S., Associate Director for The Center for Student Leadership and Civic Engagement, Student Affairs, East Carolina University

KEYNOTE TITLE: Developing Leadership Through Service to Others

Abstract: You will understand that developing your leadership ability will allow you to be a greater service provider to your clients and colleagues. To serve others better you must first understand your strengths and weaknesses as a leader and build on the knowledge that you have acquired through academia. You must identify your true purpose for serving others to answer the question, "Are you a Servant Leader or a Self-Serving Leader". I will challenge you to develop your personal leadership vision and charge you to go forward and deliver.

BIOGRAPHY

A longtime native of North Carolina, Charlie attended Appalachian State and received his undergraduate degree in Health Promotion and Business. Following his time at Appalachian Charlie attended graduate school at East Carolina University where he received his Master of Science from the department of Recreation and Leisure Studies. Charlie

has worked in the field of student development at East Carolina University for over seven years. For the last two years Charlie has worked to create and develop The Center for Student Leadership and Civic Engagement here at East Carolina University. In their first year and a half The Center has provided leadership development to over 1,500 students. Charlie is a certified Kouzes and Posner Leadership Challenge Facilitator and works daily with students to unlock their leadership potential.

BREAKOUT SESSIONS ABSTRACTS

Please choose 3 breakout sessions you would like to attend. On your registration form, please rank them 1, 2 and 3 in order of your preferences. We will try to honor first and second choices, but room size limitations may prevent everyone from getting their first 2 choices.

Breakout Session A: Leadership 101, "It's a Growth Process"

Session Leader: Ben F. Massey, Jr., PT, MA, Past President of the American Physical Therapy Association (2000-2006)

This session will explore the definition of leadership – what it is and what it isn't. Participants will discuss various opportunities available to be a leader (i.e., clinical, professional, community, civic politics). Discussion will include typical qualities in a leader including having a vision and passion. Participants will also gain tips on public speaking, how to prepare for and lead a meeting as well as explore the value of leadership in one's personal life and for their profession.

Breakout Session B: Transitioning from Practitioner to Clinical Supervisor

Session Leader: Frank E. Gainer, MHS, OTR/L, FAOTA; Conference & Conclave Program Director, American Occupational Therapy Association (AOTA), Bethesda, MD

Do you have leadership potential? Do you have what it takes to be a Clinical Supervisor? Come hear what skills are needed to transition from being a practitioner to a clinical supervisor. Learn how you can position yourself for these critical leadership positions. See how you can maximize your current capabilities in order to advance your professional career. Discuss what you can do NOW to position yourself for future leadership opportunities.

Breakout Session C: Leadership in Hospital Settings: Cancer Registry Utilization for Allied Health Professionals 101

Session Leader: Merrill Gray Brinson, RHIA, CTR, Cancer Registry Supervisor, Cancer Services, Pitt Co. Memorial Hospital, Greenville, NC.

Cancer Registrars ensure that timely, accurate, and complete data are maintained on all types of cancer diagnosed and or treated within a health care institution or within a defined population. These data are then used to inform a wide variety of public health decisions and provide rich information for cancer diagnosis and treatment education. Come learn the essentials of managing and reporting cancer data while exploring how a recent HIM graduate became a Cancer Registrar leading a Cancer Registry for a tertiary care hospital affiliated with a medical center. Learn more about applying your health sciences education in a leadership & management position.

Breakout Session D: "Follow the Leader": Understanding the Keys to Effective Leadership

Session Leader: Dr. Tyra Turner Whittaker, LPC, CRC, BCPC, Associate Professor, Department of Human Development and Services, North Carolina A&T State University, Greensboro, NC

Brief Abstract of Breakout: Many theorists have debated whether good leaders are born or made. Not debated is the fact that a person is not a leader unless he or she has followers. This dynamic session will provide the participant with key strategies to lead effectively so that others may follow. The participant will have an increased knowledge of the characteristics of effective leaders, different styles of leadership, the needs of followers, and developing an influential personality. We will also address several barriers and pitfalls impacting leading successfully. The leadership keys shared can be applied to diverse types of situations including organizations, group activities, and even the home.

Breakout Session E: Step by Step: Acclimatize Yourself to Leadership Positions

Session Leader: Karen S. Smith, M.A., Associate Director of the First Year Center/Orientation, First Year Center, ECU

Taking on a leadership position in an organization can be overwhelming. This session will help you discover methods to become a leader by taking “baby steps.” The benefits to this approach will be discussed and practical examples will be given.

Breakout Session F: Brighten Your Leadership with True Colors

Session Leader: Brian Newton, Associate Director/Liaison to the School of Allied Health Sciences, School of Nursing, and College of Health & Human Performance and the College of Arts & Sciences

“True Colors” has been used successfully for nearly thirty years in business and education to foster personal development that improves communication, team-building, leadership, morale, and conflict resolution skills. In this interactive presentation, participants will:

- Use True Colors as a metaphor to understand more about personality type, themselves, and others
- Learn more about leadership styles and qualities
- Use True Colors to understand their own leadership style and strengths
- Determine how they can “brighten” or enhance their leadership abilities

This is not a “sit down and listen” presentation. Participation in both individual and group activities and discussions is required.

Breakout Session G: Keep the Candle Burning: Avoiding Burnout - Sources, Symptoms, and Strategies

Session Leader: Krista L. Wilhelm, MS, Assistant Director, Certified Leadership Challenge Facilitator, Center for Student Leadership & Civic Engagement, Division of Academic & Student Affairs, ECU

Do you know or are you one of the 4 million Americans every year that experience burnout? The symptoms of burnout include feeling stressed, overwhelmed, and/or frustrated. This session will explore the nature of burnout and what to do to reignite your candle. We will explore the recovery process and strategies to prevent burnout in the future. Join us and your candle will continue to show you the way long into the future.

Breakout Session H: Understanding Your Personal Leadership Style

Session Leader: Robert Kulesher, Ph.D., MHA, FACHE, Associate Professor and Director, Health Services Management Program, Department of Health Services and Information Management

The session begins with a discussion on the traits of leadership and management. Are they similar or distinct? What are the skills, knowledge, talents and competencies of leadership? Are leaders born or developed. What style of leadership work best in the health care industry. Can one develop leadership within themselves? How to evaluate your personal leadership style and is it compatible with those you live with and work with. Participants will participate in an exercise that identifies their level of skill in 12 competency areas of leadership.

Breakout Session I: Winning: Find ways to win; Leaders Always Do
Session Leader: Jason Ezzelle, BSMT (ASCP), Senior Project manager, PPD

Becoming a winner is synonymous with becoming a leader. Think about the successful people you know. They win at what they do because they employ some basic leadership concepts. Learn these concepts, and how to apply them in a clinical setting.

Breakout Session J: Leading the Way by Example – The Pioneer Role

Session Leader: Robin Hunter-Buskey, PA

Being the first to complete a task or the first in a job setting requires confidence, knowledge, resourcefulness, humility and professionalism. Clinicians who establish, initiate, direct and serve are among a cadre of leaders in the workforce. Being first implies others will follow. This session will outline strategies for developing a successful career as one who is among the first or is the only one in that setting. Additional characteristics include networking, goal setting and remaining focused. Leading at the bedside, in the classroom, and in the community may be more than you asked for but is easily obtainable.

Breakout Session K: Know Your Strengths / Find Your Passion / Communicate!

Session Leader: Catherine H. Gottfred, Ph.D. CCC-SLP, President and Founder Leap Learning Systems Chicago, IL. Immediate Past President, American Speech Language Hearing Association

You must know yourself; your vision, your passion, and your strengths to be the leader that will take your team/staff/class to the top. Understanding one’s own strengths as well as the strengths of those you lead is vital to your development as a leader. In this session you will learn how to identify your own strengths and how to recognize in others the strengths they can bring to your team. We will discuss some of the research and findings of Strengths based Leadership by Tom Rath & Barry Conchie. They suggest that effective leaders are: 1. Always investing in their strengths 2. Surround themselves with the right people and then maximize their team 3. Understand their followers' needs. We will also talk about developing your vision by knowing your passions, and how to communicate that vision to your team. You can become the leader in your work setting, your association, or your community. Start now to take control of how you will be remembered!

AFTERNOON DIALOGUES

On your registration form, please indicate which Dialogue you would like to attend. You do not have to attend the one that is your “major” in the College of Allied Health Sciences. You are encouraged to attend the one that most closely resembles your intended profession.

Dialogue 1: Dialogue with a Leader from the Occupational Therapy Profession

Session Leader: Frank E. Gainer, MHS, OTR/L, FAOTA; Conference & Conclave Program Director, American Occupational Therapy Association (AOTA), Bethesda, MD

Dialogue 2: Dialogue with a Leader from the Physical Therapy Profession

Session Leader: Ben F. Massey, Jr., PT, MA, Past President of the American Physical Therapy Association (2000-2006)

Dialogue 3: Dialogue with a Leader from the Rehabilitation Studies Profession

Session Leader: Dr. Tyra Turner Whittaker, LPC, CRC, BCPC, Associate Professor, Department of Human Development and Services, North Carolina A&T State University, Greensboro, NC

Dialogue 4: Dialogue with a Leader from the Health Service and Information Management Profession

Session Leader: Merrill Gray Brinson, RHIA, CTR, Cancer Registry Supervisor, Cancer Services, Pitt County Memorial Hospital, Greenville, NC.

Dialogue 5: Dialogue with a Leader from the professions of Speech-Language Pathology & Audiology

Dialogue 6: Dialogue with a Leader from the profession of Clinical Laboratory Sciences

Dialogue 7: Dialogue with a Leader from the profession of Physician Assistant Studies

LEADER BIOGRAPHIES

Ben F. Massey, Jr., PT, MA, Past President of the American Physical Therapy Association (2000-2006)

Massey served in many leadership positions in the American Physical Therapy Association (APTA), including: President (2 terms), Secretary, Vice Speaker, and Chair of the Nominating Committee. He also served on the Board of Directors of the Federation of State Boards of Physical Therapy (FSBPT) and numerous offices in the NC PT Association (NCPTA) including President, VP, Chief Delegate, and chair of numerous committees. He has received numerous awards in recognition of his many contributions to the APTA and the profession of physical therapy, including APTA's Lucy Blair Service Award and the Moffat Leadership Award, the NCPTA President's Award, NCPTA's Ben F. Massey, Jr. Public Service Award, and the Olive Wortman Service Award. The FSBPT has also honored him with its Outstanding Service Award. The UNC's Division of PT presented him with its Schuch Award for Excellence in PT Administration and the Moore Distinguished Alumni Award. He also received the Mennell Service Award presented by the American Academy of Orthopaedic Manual Physical Therapists, the President's Award presented by the Sports Section of the APTA, the APTA Federal Government Affairs Leadership Award, and the Harker Policy Maker Award, presented by the Health Policy and Administration Section. Massey received his BS in PT from UNC-CH and his MA from the University of Phoenix. He was awarded an Honorary Doctor of Science Degree by Rocky Mountain University of Health Professions. He currently serves as the Executive Director of the NC Board of PT Examiners.

Frank E. Gainer, MHS, OTR/L, FAOTA; Conference & Conclave Program Director, American Occupational Therapy Association (AOTA), Bethesda, MD

Frank Gainer, MHS, OTR/L, FAOTA, is the Conference & Conclave Program Director at the American Occupational Therapy Association (AOTA) in Bethesda, Maryland. He has been an occupational therapist for twenty-nine years. He is a graduate of the occupational therapy assistant program from Erie Community College in Buffalo, the occupational therapy program in Kalamazoo, Michigan; and earned his Masters in Health Science from the University of Florida in Gainesville. He served for 14 years in the US Army with clinical assignments in West Germany, Washington, DC and the Republic of Panama. For 8.5 years he was the Director of Rehabilitation Services for a large health care system in Washington, D.C. prior to joining AOTA in 2001. He retired from the United States Army Reserves in 2003 after serving for 24 years. He is an adjunct instructor at Howard University, the Chairperson of the District of Columbia Board of Occupational Therapy, and long-time surveyor for CARF-the Rehabilitation Accreditation Commission. He has done many presentations at both international and national conferences and has been published extensively.

Merrill Gray Brinson, RHIA, CTR, Cancer Registry Supervisor, Cancer Services, Pitt County Memorial Hospital, Greenville, NC.

Merrill Brinson is the Pitt County Memorial Hospital Cancer Registry supervisor, a position she has held since her 2005 graduation from East Carolina University. She received degrees in Health Information Management and Health Services Management from the College of Allied Health Sciences. In 2006, she was certified as a Registered Health Information Administrator (RHIA) and as a Certified Tumor Registrar (CTR). Her health care experience consists of managing a cancer registry for a large tertiary care hospital and medical school in Eastern North Carolina with an average annual case load of 2000 analytic cases. Ms. Brinson participates in the PCMH Transitioning into Leadership Team (TiLT) being one of the co-founders and currently is a co-coordinator of this in-house leadership support team for new leaders within the organization. Ms. Brinson coordinates student cancer registry clinical education for Pitt County Memorial Hospital to facilitate a portion of the clinical practicum component for East Carolina University College of Allied Health Sciences, Pitt and Edgemore community colleges. Coordinating this clinical activity supports faculty, students and the health information degree programs.

Ms. Brinson is a board member of the North Carolina Health Information Management Association Coastal Carolina Region serving as program chair (2006-07), coordinator-elect (2007-08), coordinator (2008-09), and currently serves as association's director. She was instrumental in having national webinar conferences brought to Pitt County Memorial Hospital and now offers those to surrounding hospitals with tumor registries. She is a member of the Greenville-Pitt County Young Professionals Organization (GPYP) serving as the GPYP team Captain for Chamber of Commerce membership accrual in addition to serving on multiple subcommittees including ones that promote social and professional development.

Dr. Tyra Turner Whittaker, LPC, CRC, BCPC, Associate Professor, Department of Human Development and Services, North Carolina A&T State University, Greensboro, NC

Dr. Tyra Turner Whittaker is currently an Associate Professor of Counseling and the Masters in Human Resources (Rehabilitation Counseling) Program Coordinator at North Carolina A&T State University where she has received over 1.8 million in grant funds to meet the needs of racial and ethnic minorities with disabilities and addictive behaviors. She has also served as a professor and Rehabilitation Counseling program coordinator at Arkansas State University for seven years. Dr. Whittaker received her doctorate in Rehabilitation from Southern Illinois University-Carbondale, her M.A. from Xavier University of Louisiana in Guidance and Counseling, and her B.S. in Psychology from Xavier University. She has numerous presentations and publications in the area of rehabilitation and multicultural counseling and has served on numerous professional boards including the Commission on Rehabilitation Counseling Certification, the National Council on Rehabilitation Education, the Council on Rehabilitation Education, and the Arkansas Board of Licensed Professional Counselors. She has conducted several in-services/consultations, served on numerous professional community committees, and has written several and received over 2 million dollars in federal grants in the area of rehabilitation counseling. She is also the co-proprietor of the Whittaker Institute for Success and Enrichment which offers relationship building, counseling, and consultation, multicultural training and development, life skills training, leadership training, and forensic vocational evaluations.

Karen S. Smith, M.A., Associate Director of the First Year Center/Orientation, First Year Center, ECU

Karen Smith currently works with freshmen programming at East Carolina University including orientation, the summer read program, and the freshman seminar program. Previously, she was the Director of Student Activities and Freshman Programs at McMurry University in

Abilene, Texas. Karen has held leadership roles in the Greenville Jaycees as well as the National Association of Campus Activities (NACA).

Krista L. Wilhelm, MS, Assistant Director, Certified Leadership Challenge Facilitator, Center for Student Leadership & Civic Engagement, Division of Academic & Student Affairs, East Carolina University

Originally from the northern state of New York, Krista Wilhelm traveled south to attend East Carolina University. She graduated in 2002 with dual degrees in Fine Arts and Elementary Education. As she continued to embark on her higher education journey, Krista has remained a true Pirate. Working at her Alma Mater for the past seven years in Student Life, Mendenhall Student Center in the areas of Student Involvement, Student Government, Operations and Facility Management, Reservations/Event Planning, Student Experiences and Student Leadership, Krista has established herself as a valuable resource. She enjoys seeing the spark inside when the leadership light has been illuminated by students. Inspiring others to achieve greatness is a motto that she lives by. In 2007, she was fortunate to become certified in The Leadership Challenge. She takes pride in developing the future leaders of tomorrow. Krista has taught a section of the Freshmen Experience, COAD 1000 for four semesters and thrives to engage the incoming Pirates. She enjoys advising Golden Key International Honour Society and Omicron Delta Kappa, National Leadership Honor Society. Coordinating the campus-based sessions for the LeaderShape Institute was one of the most impactful experiences she has had. Krista currently serves as the Member-At-Large for the North Carolina College Professional Association (NCCPA) and was awarded the Outstanding Committee Member Award in 2008. She completed her Masters degree in Counselor Education in May 2008. Recently, Krista was awarded the Treasured Pirate Award and Outstanding Advisor of the Year.

Robert Kulesher, Ph.D., MHA, FACHE, Associate Professor and Director, Health Services Management Program, Department of Health Services and Information Management

Dr. Kulesher is a health policy specialist and an experienced hospital and nursing home administrator. Originally from Washington, DC, Dr Kulesher attended Villanova University in Pennsylvania where he received a BA degree in psychology. In preparation for a career in health services management, he received the Master of Health Administration degree from Washington University in St. Louis. After a 20-year career in health care administration, he earned a Ph.D. in Urban Affairs and Public Policy at the University of Delaware. His research focuses on the impact of Medicare reimbursement on healthcare providers. Additional areas of interests include national health policy, healthcare financial management, health care of the poor and uninsured, health insurance, Medicare, and Medicaid. Dr. Kulesher is a member of the faculty at East Carolina University in the department of Health Services and Information Management and is Director of the Health Services Management program. Previously he held faculty appointments at Penn State and St. Joseph's universities and Rutgers University-Camden as visiting professor in public policy and administration.

Catherine H. Gottfred, Ph.D. CCC-SLP, President and Founder Leap Learning Systems Chicago, IL. Immediate Past President, American Speech Language Hearing Association

Catherine H. Gottfred, Ph.D. received her doctoral degree in speech pathology from Northwestern University in 1979, and founded Leap Learning Systems in 1988. She has teaching and clinical experience and has held numerous positions in the field's state and national associations. A few of note include; 2008 President of the American Speech-Language-Hearing Association, President of the Illinois Speech-Language-Hearing Association, Legislative Counselor to the American Speech-Language-Hearing Association, member of the American Speech-Language-Hearing Association's Council on Professional Ethics and Ethical Practices Board, and she has served as the American Speech-

Language-Hearing Association Vice President of Governmental and Social Policies. Dr. Gottfred has been cited with two of the organization's highest honors, being named an ASHA Fellow in 1989 and receiving the Louis M. DiCarlo Award for Outstanding Recent Clinical Achievement. Dr. Gottfred is active in professional and community affairs. As President and Founder of Leap Learning Systems, Dr. Gottfred oversees the development and delivery of training programs and curricula to educators who work with Chicago's underserved youth. Leap Learning Systems is a non-profit organization dedicated to results-driven language and literacy development. Leap partners with schools and agencies in Chicago to deliver its innovative programming. Dr. Gottfred resides in the Chicago suburb of Golf, Illinois with her husband Dick. She has three adult children and six grandchildren. (Since they are all 4 yrs and under she now has her own language laboratory!)

Jason Ezzelle, BSMT (ASCP) – Senior Project Manager

Jason Ezzelle currently serves as a Senior Project Manager with the Government Division of PPD. At this time, he is responsible for the management of laboratory services for all PPD government contracts to include: The Centers of Disease Control and Prevention, the Division of AIDS (DAIDS), the President's Emergency Plan for AIDS Relief, and the Division of Microbiology and Infectious Disease. Additionally, Mr. Ezzelle manages this type business on some smaller non-government contracts. This work includes laboratory auditing, training, and subcontracting. He received his Bachelors Degree in Clinical Laboratory Science from East Carolina University in 1997 and is certified by the American Society of Clinical Pathologists. Mr. Ezzelle has 14 years of clinical experience, five of which were in a large university based health center where he specialized in Microbiology and Quality Assurance. The remainder of his experience has been with PPD where he has served as a Clinical Research Associate, Associate Project Manager, and Project Manager on global Phase II-IV studies with a variety of indications for infectious disease. During his time with PPD, Mr. Ezzelle has conducted clinical trial monitoring, laboratory auditing, and DSMB management work in more than 26 countries, in addition to delivering large training workshops in Asia, Africa, and North America. He now manages these efforts with a global PPD staff.

Robin Hunter-Buskey

Robin Hunter-Buskey, Physician Assistant (PA), is a past member of the North Carolina Medical Board. In 2005, she was elected to the board of directors of the Federation of State Medical Boards, as the first PA elected to the Federation Board. From 1989 to 1997, she was one of the first PA members appointed to the New York Board of Professional Medical Conduct.

She is currently on active duty as a U.S. Public Health Service Officer, serving with the Department of Justice, Bureau of Prisons, at the Federal Medical Center in Butner, NC. Over the past 6 years Robin has provided clinical services for the inmate population and developing programs around diabetes management increasing knowledge and improving outcomes. She is a devoted clinician and patient advocate, teacher, mentor, professional leader and remains involved in the organizational and educational activities for the PA profession.

She has participated in the leadership of the PA profession since she entered PA school in 1983. She has served in many roles including president of the New York State Society of Physician Assistants, president of the American Academy of Physician Assistants (AAPA), Physician Assistant Foundation and President of the AAPA US Public Health Service Academy.

Born in New York, she graduated from the Stony Brook University, completing the Physical Therapy and Physician Assistant programs. Robin has worked in several institutions in New York State including Sound Shore Medical Center, Gurwin Jewish Geriatric Center, Montefiore Hospital and Medical Center and the Bronx VA Medical

Center. From 1997 to August 2003, Hunter-Buskey worked as a physician assistant at CaroMont Internal Medicine in Gastonia, NC. In 1996, Robin received the first PA Distinguished Alumnus Award from Stony Brook School of Health Technology and Management. In 2006 NC honored her as PA of the year and the AAPA named her Outstanding PA of the year for 2009.

Brian Newton

Brian Newton is Associate Director of The Career Center at East Carolina University and liaison to the College of Allied Health Sciences, the College of Nursing, and the Brody School of Medicine. He has over eighteen years of experience in career services and experiential education program leadership. Prior to arriving at ECU, he was the director of career services and experiential education at Barton College in Wilson, NC.

He is very involved in professional organizations, such as the North Carolina Association of Colleges and Employers and the Southern Association of Colleges and Employers. He was recently reappointed by NC Governor Bev Perdue to another two-year term on the North Carolina Internship Council. He is also a former President of the Wilson Human Resources Association.

Brian is a True Colors Basic Awareness facilitator. He is also a graduate of the National Association of Colleges and Employers Management Leadership Institute. He earned a bachelor's degree in journalism and a master of education degree in student personnel services from the University of South Carolina. He lives in Wilson, NC with his family.