

# Administrative Programs Committee Members Craft Topical Sessions For Houston Meeting!

Your Association's Administrative Programs Committee is assembling an impressive slate of presentations for next April's annual meeting. There will be something for everyone's scope of interest in Houston and attendees will be able to choose from the following lineup:

## • Managing Anxiousness Within Your Organization

During this workshop, you will learn how to recognize anxious behaviors in yourself and in others by exploring real-life examples of anxiousness at work, in employees, in managers and within entire organizations. You will learn how anxiousness can quickly spread within a team, department or company, causing people to react with fear and make knee-jerk decisions that don't make long-term sense. You will learn tips for managing yourself in the face of anxiousness, as well as techniques for lowering the reactivity and anxiousness of any group. You will hear fresh and innovative ideas that will get you thinking about ways you can help your organization make more thoughtful, less reactive decisions. You will leave with ideas for how to transform anxious employees, colleagues and leaders into a saner, smarter and more effective organization.

## • Crisis Communications

This presentation provides an overview of how to formalize a crisis communication process and plan. Attendees will gain a fundamental understanding of crisis communications planning, response and recovery. Additionally, the session will cover how to evaluate an organization's vulnerability to crises and how to develop a template for a crisis communications plan.

## • Strategic Planning: The Next Three-Year Horizon

Taking the time to build an organizational strategic plan is an invaluable exercise. This session will review important phases of strategy and goal development, SWOT analysis, strategic thinking, gaining consensus, strategy implementation and strategy review.

## • Strategic Customer Account Management

Blood centers have gone to extraordinary lengths to determine what exactly hospital customers seek and value in a blood provider. This thought provoking session addresses where the gaps are and where the alignments are between what blood centers provide and what hospital customers want. The presentation will share approaches to customer account management including the use of a customer account database, providing continuing education opportunities and other key elements that contribute to building stronger customer relationships.

## • E-learning Opportunities

The concept of distance and e-learning is gaining momentum as a topic of interest and this presentation will share some of the many innovations, advantages and impact of e-learning.

## Two other programs planned for the administrative track include **LEAN Approaches in Blood Centers and Impact of TRALI Safety Measures on Blood Centers.**

The members of the Administrative Programs Committee are working hard to make the joint meeting administrative programs a series of rich and engaging sessions. Please make plans to join us in Houston next April. We look forward to seeing you there!

## Protégé Spotlight: Lisa Fults

By: Paula Kelley, BS MT(ASCP)SBB, Mentor

The Protégé Mentorship Program continues to attract the Association's best and brightest, and PMP 2007 protégé, Lisa Fults, is destined to become another South Central Star! Lisa, Assistant Director of Product Management at South Texas Blood & Tissue Center, joined SCABB in April of 2006, and applied to PMP as a means to increase her involvement in the Association. I was invited to join the program as Lisa's mentor and readily admit that it has been one of my most rewarding experiences as an active member of SCABB.

Our partnership began with introductions and PMP activities at the 2007 Annual Meeting and has continued through monthly conference calls. I would be remiss if I failed to mention that it quickly became apparent that Lisa really doesn't need a mentor! Her quarterly protégé reports chronicle her commitment to achieving the goals she established at the beginning of the program, and the success that has resulted from her dedication.

Lisa's projects include: joining the Technical/Scientific Program Committee and planning a workshop for the annual meeting; authoring 3 abstracts – including oral and poster presentations at AABB; speaking at Pall Medical's Industry Workshop at AABB; conducting filtration research in collaboration with PALL that will be submitted as an abstract for the SCABB annual meeting; and finally, authoring an article on LEAN manufacturing that you will find in this issue of PULSE. This prolific protégé has exceeded her quarterly project requirements in just the first half of the year!

The PMP has provided Lisa with a unique, interactive educational opportunity that is designed to foster a passion for Transfusion Medicine as a long-term career. Would you like to enhance your personal and professional development, strengthen your network of professional relationships, and gain maximum benefit from your association membership? Please consider joining the Protégé Mentorship Program. Visit [www.scabb.org](http://www.scabb.org) and click on the Protégé/Mentor Program link to obtain additional information and your application to be a Protege or volunteer as a Mentor for 2008.

Protégés and mentors are encouraged to arrange their travel schedules and itineraries to participate in the Protégé Mentor Program activities listed below:

SCABB Pre-convention Board of Directors Meeting	Wednesday, April 2 1pm – 3pm
SCABB Member Orientation & Protégé Mixer	Thursday, April 3 3:00 pm – 4pm
Lunch in Exhibit Hall Reserved Protégé Table	Friday and Saturday April 4 and 5
SCABB Annual Business Meeting	Saturday, April 5 5:15 pm – 5:45 pm
SCABB President's Award Reception and 50th Anniversary Celebration Banquet	Saturday, April 5 7:00 pm – 12:00 am
SCABB Post-Convention Board of Directors Meeting	Sunday, April 6 1:00 pm – 3:30 pm

The PMP directly fulfills South Central's education mission while promoting goodwill and professional collaboration among association members. Please take time during the annual meeting to introduce yourself to the 2007 class at any of the above events. Remember, protégés are our future.

