

ACHE NEWSLETTER

It is always a pleasure to recognize affiliates who advance during a Convocation year. Those recognized during the 2005 Congress include:

New Diplomates:

Kevin E. Blackwell, CHE, Southaven
Michael J. Carney, CHE, Jackson
Phillip L. Grady, CHE, Brookhaven
Jim R. Kendrick, Jr., CHE, Hattiesburg
Fred J. Noblin, CHE, Hattiesburg
Greg Shoemaker, CHE, Pascagoula
Ronald W. Wood, CHE, Natchez

New Fellow:

Nathaniel D. Walton, FACHE, Pascagoula

The new Regent's Advisory Council met on Wednesday, June 29 during the Annual Leadership Conference of the Mississippi Hospital Association. We were pleased to be joined by Tom Dewese, Regent for Tennessee, who was at the conference as our regional representative for the American Hospital Association. The RAC provides an opportunity for affiliates to become involved in College activities. The following goals were adopted by the Regent and RAC for this Convocation year:

1. Actively support the Mississippi Chapter in the deployment of programs and services.

It is anticipated that the Mississippi Chapter will sponsor a Category II educational program during the year and also possibly other advancement information sessions for affiliates.

2. Achieve the following membership goals:

46 new members
5 new Diplomates
2 new Fellows

Recommended targets for our new members are based on our area's current member population and the percentage of the total ACHE member population. The ACHE growth goal nationally is 6% for 2005, or 5,093 new members.

3. Select and present the Early Careerist and Senior Healthcare Executive Awards.
4. Produce quarterly newsletter on schedule.

5. Explore and implement ways to provide mentorship support for MS affiliates.
6. Explore formation of a Student Chapter in conjunction with MS Healthcare Executives.

Mississippi does not have a Student Chapter at the present time. Several school administrators throughout the state have expressed interest in exploring the feasibility of a Student Chapter on their campus.

Joan Exline, Ph.D., FACHE, of the University of Southern Mississippi, has been appointed to serve on the *Healthcare Executive* Editorial Board for a term ending March 2008.

Congratulations Joan on this important appointment.

The Early Careerist Award was presented to Emily L. Young, CHE, Chief Operating Officer of Central Mississippi Medical Center, during the MS Chapter summer business meeting. In Emily's nomination, the following was written:

Emily is truly deserving of this award. She is bright, energetic and results oriented. She has great leadership attributes and enjoys an excellent working relationship with the medical staff and her reports. I'm sure she has a wonderful executive career ahead of her.

Emily has a Bachelor of Science degree from the University of Alabama in business and healthcare management and a combined MHA/MBA degree from the University of Alabama at Birmingham (UAB). After serving her administrative residency at St. Dominic Memorial Healthcare System and staying on to work there for several years, she moved to CMMC and was recently named Chief Operating Officer for Ancillary Support Services. Congratulations Emily on your recognition.

The Senior Healthcare Executive of the Year Award was presented to C. Gerald (Jerry) Cotton, Executive Vice President of Mississippi Baptist Health Systems, Inc. and President of Mississippi Baptist Medical Center, Jackson, MS. Jerry has been in healthcare management since 1963. The Senior Level Healthcare Executive Regent's Award recognizes ACHE affiliates who have experience in the field and have significantly contributed toward the advancement of healthcare management excellence and the achievement of the goals of ACHE. Jerry certainly fulfills this criteria. Jerry holds a Bachelor of Science Degree in Business Administration from Mississippi State University and a Master's degree from the University of Alabama at Birmingham. He is a member of ACHE and past chairman of the Board of Governors of the Mississippi Hospital Association. In his nomination, it was mentioned that Jerry enjoys people and has time for everyone. It was pointed out that Jerry not only "talks the talk" but he also "walks the walk." The nomination went on to say that at times Mr. Cotton has been accused of never sleeping or going home because he can be seen in the hospital most any hour of the day or night. In his acceptance remarks, Jerry credited his father for his work ethic. The "Spirit of Healthcare" tagline from Baptist Health Systems accurately depicts Jerry's commitment to healthcare. The nomination stated in today's world, it is rare to find a leader who is knowledgeable in his field, has a vision for the future, and shows genuine care and concern for his employees. Mr. Cotton is that kind of leader. Congratulations Jerry on this well deserved honor.

Also during the Annual Leadership Conference, the Mississippi Healthcare Executives Chapter held its annual business meeting. Special guest speaker was Sam Odle, Chairman, Board of Governors for ACHE. After a brief update on ACHE, Sam encouraged ACHE affiliates to become more involved politically in addressing some of the phrases we hear all the time, such as rising healthcare costs and nationalized health insurance. Sam also encouraged the affiliates to become more engaged in their community, promote positive employee relations, stay active in media relations, mentoring and supporting diversity in healthcare management. It was a pleasure having Sam Odle speak to the Mississippi Chapter of ACHE affiliates. Sam Odle continues a long tradition of the sitting Chairman of the Board of Governors speaking this summer at the ACHE summer business meeting.

Also during the Annual Leadership Conference, the Mississippi Healthcare Executives Board of Directors met with the principle agenda item of discussing the Updated Strategic Operating Plan. Specific sets of tactical goals in knowledge, membership, career advancement, leadership excellence and resources were adopted by the Board. After the plan has been revised, it will be placed on the ACHE Mississippi Chapter website.

The officers and Board of Directors for the Mississippi Chapter include:

Trace Swartzfager, FACHE	President
Denise Auttonberry, Ph.D., FACHE	Past President
Mike Zeiman	President Elect
Bill Peaks, CHE	Southern Region Board Member
Emily Young, CHE	Central Region Board Member
Fred Hood, FACHE	Northern Region Board Member
Edward L. Foster, CHE	Regent
Marcella McKay, Ph.D.	Treasurer

One of the speakers of the Annual Leadership Conference was Commander Scott Waddle. Commander Waddle was the commander of the nuclear US Submarine *Greenville* which accidentally struck and sunk a Japanese fishing vessel resulting in the deaths and injuries of crew members. Commander Waddle's title for his talk was "Failure is not Final".

Some of the lessons of leadership Commander Waddle discussed: (1) get up, get back, get down, and get dirty; and (2) if the boss isn't having fun, you can bet those working for him aren't either. Other leadership tips include:

- (1) Lead by example
- (2) Invoke exacting standards
- (3) Listen
- (4) Communicate effectively and with a sense of purpose and meaning
- (5) Foster a climate of trust
- (6) Build up your people (praise in public—reprove in private)
- (7) Improve the quality of life
- (8) Be accountable for your actions.

The 10 Best Golf Caddy Replies

- Golfer: "Think I'm going to drown myself in the lake."
Caddy: "Think you can keep your head down that long?"
- Golfer: "I'd move heaven and earth to break 100 on this course."
Caddy: "Try heaven, you've already moved most of the earth."
- Golfer: "Do you think my game is improving?"
Caddy: "Yes sir, you miss the ball much closer now."
- Golfer: "Do you think I can get there with a 5 iron?"
Caddy: "Eventually."
- Golfer: "You've got to be the worst caddy in the world."
Caddy: "I don't think so sir. That would be too much of a coincidence."
- Golfer: "Please stop checking your watch all the time. It's too much of A distraction."
Caddy: "It's not a watch - it's a compass."
- Golfer: "How do you like my game?"
Caddy: "Very good sir, but personally, I prefer golf."
- Golfer: "Do you think it's a sin to play on Sunday?"
Caddy: "The way you play, sir, it's a sin on any day."
- Golfer: "This is the worst course I've ever played on."
Caddy: "This isn't the golf course. We left that an hour ago."
- Best Caddy Comment Golfer: "That can't be my ball, it's too old."
Caddy: "It's been a long time since we teed off, sir."