



Society of Michigan EMS Instructor - Coordinators

P.O. Box 175
Hudsonville, MI 49426

July 16, 2011

Dear Exhibitor:

I would like to invite you and your organization to exhibit at the Society of Michigan EMS Instructor Coordinators 65th Professional Development Conference. The conference will be held October 6 – 9, 2011 at the Radisson Hotel & Conference Center in Lansing, Michigan.

A large exhibitor area is located near the main conference room and conference attendees will be taking their breaks in or near the exhibitor area. You will have an opportunity to meet with EMS Instructors from Michigan who are the leaders in EMS organizations and communities throughout the State. The representative at your exhibitor booth will also receive lunch tickets for Friday and Saturday at the conference as well as a ticket to our Friday afternoon member/exhibitor reception. The Radisson Hotel charges exhibitor booth fees for our conference which we cannot avoid. There will be a \$20 per day charge for electricity at your exhibitor booth and a \$25 fee for each table at your booth. SMEMSIC will pay the cost for up to two tables at your booth. If you need electricity at your booth you will have to pay the \$20 per day. If you need more than 2 tables at your booth, the cost will be \$25 per day. We are sorry for these additional expenses but they are beyond our control.

We have also implemented some exciting sponsorship opportunities for exhibitors at this conference. Exhibitors may choose to sponsor a break, keynote speaker or donate a door prize. Each level of sponsorship offers exciting opportunities to promote your company to the EMS leaders attending the conference. Please check the box on the attached exhibitor application for additional information on sponsorships. You may also visit our web site for detailed information on the different sponsorship opportunities. **We will be offering new door prizes for our member/exhibitor reception where members will only be eligible to win if they have visited each exhibitor booth and received a stamp from each booth on the door prize form. If you are interested in donating an Apple iPad or Kindle E-book Reader, please contact me prior to the conference.**

The exhibitor set-up time is after 5pm on Thursday, October 6, 2011. Please pass this information on to your representative for our area if this has reached you in error. We thank you for your support and hope to see you at our 65th Professional Development Conference.

If you are a SMEMSIC Corporate member, I encourage you to sign up for access to our members section of our web site at www.smemsic.org where you can view and enter posts on our discussion forums and member news blogs. This will help you to stay in touch with our membership.

Sincerely,

Thomas Knapp
Executive Director
admin@smemsic.org
(Phone) 855-SMEMSIC

Exhibitor Application Contract

**Society of Michigan EMS Instructor Coordinators
65th Professional Development Conference
Radisson Hotel, Lansing, Michigan**



October 6 – October 9, 2011

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

Email _____

SMEMSIC
P.O. Box 175
Hudsonville, MI 49426

Phone: 855-SMEMSIC
Fax: 888-217-5825

Internet:
www.smemsic.org
Email:
admin@smemsic.org

Mail this application with payment to the address above.

This application will confirm your participation at the conference. Exhibitors are asked to be available all day Friday and Saturday if possible.

Exhibitor Space Requirements

Space for exhibitors is available in the general area just outside the main conference rooms and adjacent to the conference attendees break area. **There will be *additional charges* for electricity or additional tables per the fee schedule below the payment section.**

Number of standard tables needed/Electricity

One ___ Two ___ Three* ___ Electricity, Yes* ___ No ___

List below any special requirements you may have

Cost

The exhibitor booth fee is **\$250 per conference** which is due with this application and includes two standard tables. If your company is a corporate member, there is no fee for the exhibitor booth unless you require electricity or additional tables. **Corporate Membership is \$300 per year** and you would receive a free exhibitor booth at both of our conferences each year. You may check the line to the right to pay for a single conference exhibitor booth or to become a corporate member. ****Please see the fee schedule under payment if you need electricity or more than two standard tables.**

Please sign and date this form below

Authorized Signature

Date

Sponsorship

If you are interested in sponsoring one of our participant breaks, major door prizes or speaker sessions, please check the box to the left. **Sponsorship of a break or speaker will give your organization special recognition in our conference notebook and web site.** If you check the box for sponsorship, we will contact you with additional information.

Please enter the first and last names of the representatives that will staff your booth

- 1. _____
- 2. _____

Payment

- _____ Single conference fee \$250
- _____ Corporate Membership \$300
- _____ Current Corporate Member Free (If 2011 member fee paid in full)

Below items are in addition to above fees

- _____ Additional Tables \$25 each per day (\$50 for 2 days)
- _____ Electricity at booth \$20 per day (\$40 for 2 days)

TOTAL AMOUNT ENCLOSED

\$ _____

SMEMSIC 65th Professional Development Conference



We welcome you to attend the Society of Michigan EMS Instructors Coordinators 65th Professional Development Conference, “**The Power of Differences**,” which will be held **October 6 – 9, 2011**. The conference will be held at the **Radisson Hotel & Conference Center in Lansing, Michigan**.

Exhibitor Marketing Opportunities...

As an exhibitor at the SMEMSIC 65th professional development conference, we would like to invite you to participate in some special activities that will increase your exposure to conference attendees and allow them to have a better understanding of the products and services you offer to assist them in their EMS education needs. You may contact us by email or telephone to discuss the special sponsorship opportunities listed below. You may also check the box on your exhibitor application to express your interest and we will contact you.

Donation of Door Prizes

During our Friday afternoon member/exhibitor reception, we give away door prizes to attendees and the reception is held in the exhibitor area. Your company name will be mentioned when your door prize is given away. **At this conference attendees will have a door prize form that they must have stamped at every exhibitor booth to be eligible to win one of the major door prizes. See the included major door prize description sheet and contact us if you are interested in donating a major door prize.**

Sponsorship of a Refreshment Break - \$100

Refreshment breaks are offered to conference attendees during mid morning and afternoon sessions. We provide beverages and light snacks. The cost is \$100 to sponsor one of these breaks and only one sponsor will be allowed for each break. For your sponsorship you will receive the following:

- A special advertisement in the conference attendees’ notebook recognizing your company as the sponsor for the break.
- A sign at the sponsored break to let attendees know your company is the sponsor.

Sponsorship of a Lunch, Thursday Pizza Party or Friday Afternoon Member/Exhibitor Reception - \$200

We provide conference attendees with lunch during the first three days of the conference, a Thursday Evening Pizza Party In-service and Member/Exhibitor Reception Friday afternoon. We will allow one sponsor of each lunch, Pizza Party In-service or the Friday afternoon member reception at a cost of \$200 for each participating sponsor. Each participating sponsor will receive the following:

- A special advertisement in the conference attendees’ notebook recognizing your company as the sponsor for lunch or the social.
- A sign at the social, pizza party or sponsored lunch to let attendees know your company is the sponsor.

Sponsorship of a Keynote Speaker - \$250

We will have Three keynote speakers at the conference and we will allow only one sponsor for each keynote speaker. The keynote speakers are, **Phillip Sanderson, Bruce Nepon and John Lee**. Information on each is listed on the enclosed draft conference brochure.

- In addition to the benefits listed for the sponsorships above, your representative will be introduced at the beginning of the keynote session.

Please call the Radisson Hotel at 517-482-0188 or toll free 1-800-333-3333 early to make your lodging reservations and use the code SEMS11 to obtain discounted rates.



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Major Door Prize and Exhibitor Stamps

At this conference each conference attendee will have a card that will have a place for a color coded mark for each exhibitor booth. You will be provided with a color marker to mark each attendee's card when they visit your booth. Attendees who have the correct color coded mark from each exhibitor at the conference will be entered into the major door prize drawing. There will be two major door prizes awarded. We are offering exhibitors the opportunity to donate a Kindle Reader or Apple iPad for the major door prize drawing.



Donation Welcome



Donation Welcome

If you are interested in donating an iPad or Kindle Reader please contact me at tknapp@smemsic.org and you will receive special recognition when that door prize is drawn. We hope that this new program will increase traffic in the exhibitor area as only attendees who visit each exhibitor booth will be eligible for the two major door prizes.

We will still have our normal door prize drawing at the Exhibitor reception so let me know if you would like to donate a door prize for that when you arrive at the conference center.

“So, let us not be blind to our differences - but let us also direct attention to our common interests and to the means by which those differences can be resolved.”

-John F. Kennedy



**SOCIETY OF MICHIGAN EMS
INSTRUCTOR COORDINATORS
PRESENTS THE
65th PROFESSIONAL DEVELOPMENT CONFERENCE**

“The Power of Differences”

**October 6 - 9, 2011
Lansing, MI**

CONFERENCE HIGHLIGHTS

“The Power of Differences” in EMS Education

Have you ever looked at the differences we have and experience in EMS education and valued them? Of course we have educational differences involving teaching methods and styles that should be valued but our differences go beyond that. It has been said that culture is the "lens" through which we view the world. Cultures – both national and organizational – differ along many dimensions which can impact our educational activities. We hope you can join us as we explore ways that we can recognize our differences and value them to create a more effective educational environment for our students. We will challenge conference attendees to think about the ways that we can recognize and use our educational and cultural differences to create a sound educational environment.

Friday Afternoon Reception

Please join other conference attendees, board members and exhibitors for a brief reception after the general membership meeting. There will be light snacks and a cash bar along with door prizes for those present. Join us for a chance to meet with other members of our organization and discuss issues from the general membership meeting. Each reception attendee will receive a free soft drink ticket in their registration packet if that option is selected on the registration form. We will be giving away major door prizes but you must be present to win.

Thursday Afternoon Early Conference Registration

Beat the morning conference registration rush and register early on Thursday afternoon from 3pm to 5pm.

KEYNOTE SPEAKERS

Phillip Sanderson NREMT-P IC, BS, MHA

*Methodist University Hospital
Memphis, Tennessee*

Phillip Sanderson is the Manager of EMS Operations for Methodist Le Bonheur Healthcare Systems at Methodist University Hospital ED-Memphis, TN, Adjunct Faculty for Jackson State Community College, and a Field Educator for Vidacare. Phil is also a founding member of the Paragon Medical Education Group. Phil is the current President of the Tennessee EMS Educators Association, serving on multiple state and local EMS committees. He is a 20 year veteran of EMS.

Bruce Nepon, MA Ed, NREMT-P

*Delaware Technical College
Dover, Delaware*

Bruce Nepon has over thirty-five years of EMS experience as a provider, manager, program coordinator and educator. He has served in the public and private sectors at the ALS and BLS levels. He has presented nationally to fire service, third service EMS and EMS training programs on instruction and evaluation of EMS students in the lab, clinical and field settings, and is co-author of the text, “Field Training Officer – Tips and Techniques for FTOs, Preceptors and Mentors.”

John Lee, PhD

*Multi-Ethnic Counseling Center,
Michigan State University*

Dr. John Lee is a licensed psychologist. He earned his M.Sc. in Counseling Psychology from Western Washington University, and earned his Ph.D. in Cognitive Psychology from Kansas State University. He has been a keynote speaker and consultant to over 250 companies, agencies, colleges, and universities throughout the United States and Canada. Dr. Lee has edited 5 books and contributed several articles to professional and scholarly journals.

PRE-CONFERENCE, THURSDAY, OCTOBER 6, 2011

7:30 - 8:00am, Pre-conference Registration

8:00am - 6:00pm, ACLS Instructor Course- MMR Education Services

This 2010 Guidelines American Heart Association ACLS Instructor program prepares participants to teach the ACLS Provider course. Participants will use small group case-based teaching to instruct the core ACLS cases. All participants must be licensed Paramedic Instructor Coordinators and possess current AHA BLS Instructor and AHA ACLS Provider certifications. Copies of certifications must be provided at the beginning of the course. Current ACLS Instructor and Provider manuals will be sent to participants for study prior to the course. There is a strict limit of 21 participants for this session and you must register online through the SMEMSIC web site for this course. After completing this session, you will have one year to affiliate with another ACLS training center and complete student teaching requirements to receive full ACLS Instructor certification. You may contact Rick Holland, ACLS Training Center Faculty at rholland@mobilemedical.org for more information.

Credits: 3 Instructional Techniques, 2 Measurement & Evaluation, 2 Education Administration and 1-L Preparatory (Pharmacology EMTP), 2-L Airway/Ventilation (1 Airway Basic & 1 Airway Advanced EMTP/EMTS), 2-L Medical (Cardiovascular EMTP)

12:00 - 1:00pm, Lunch Provided - For participants of the ACLS course only

1:00pm-5:00pm, Making Your Software Work for You - SMEMSIC Technical Committee

Participants will be provided with innovative, practical solutions to common challenges faced in continuing education classes as well as initial (primary) education courses. Solutions will include; getting the most out of webinars, creating automated task analysis (rubrics), justifying your job with budgets and numbers, and an introduction to database management. Bring your computer to practice development of these solutions. We will be using the Microsoft Office products (Excel, Access, Word). This is a repeat of the pre-conference session at the spring conference and is also available as a webinar for off site participation. You must register online for the off site option.

Credits: 2 Education Administration and 2 Measurement & Evaluation

The above two pre-conference sessions are not included in the cost of regular conference registration. See the registration form for the cost and registration instructions for the above pre-conference sessions.

3:00 - 5:00pm, Early Regular Conference Registration

5:30pm - 8:00pm, SMEMSIC Practical Preparation Pizza Party In-service

Join with other instructors for a pizza dinner and practical participation and evaluation. This session will focus on evaluating baseline practical skills and providing constructive feedback. You must register for this session online as space is limited. There will be a feedback and debriefing session on Friday afternoon for those interested.

Credits: 2 Measurement & Evaluation

6:00 - 9:00pm, Board of Directors & Education Committee Meetings - All Welcome

FRIDAY, OCTOBER 7, 2011

7:30 - 8:30am, Regular Conference Registration

8:30 - 9:30am, A Measurement and Evaluation Program for the Affective Domain - Doug Smith

Following the adage of "People don't care how much you know until they know how much you care", we tend to minimize this portion in initial training and entirely ignore it in CE. This program will focus on implementing an Affective Evaluation Program within initial education as well as for use in continuing education to revitalize our professionals.

Credits: 1 Measurement & Evaluation

9:30 -10:00am, Exhibitor Visits - M&E Credit Worksheet Completion Time

Please follow the instructions on the M&E worksheets in your notebook. Questions will be posted Friday and Saturday.

Credits: 1 Measurement & Evaluation

10:00 - 12:00pm, MDCH EMS Report - State EMS Division

Representatives from the State of Michigan will provide reports of past activity and an update about current activities and future plans for the management of EMS Education throughout Michigan. The representatives have been invited to join us for lunch so take the opportunity to share your thoughts and concerns after this session.

Credits: 2 Education Administration

See the next page for continuation of Friday sessions.

FRIDAY, OCTOBER 7, 2011 (CONTINUED)

12:00 - 1:00pm, Lunch Provided - M&E Credit Worksheet Completion Time

1:00 - 2:00pm, Breakout Sessions - Select your preference on the registration form

Session A: Practical Preparation In-Service - Gregory Flynn & Julie Zemnicks

This session is designed as a feedback and debriefing session for the Thursday night practical in-service. Even if you were unable to attend Thursday night, you will still gain valuable information on baseline evaluation and constructive feedback of practical skills for your initial or continuing education program.

Credits: 1 Measurement & Evaluation

Session B: EMT & Paramedic Programs. What is the end game? - Kevin Wilkinson

How many of you measure quality? Is your benchmark passing the National Registry? Where are your students going? How do you define success? With some of the highest unemployment rates in years there is a surplus of EMS workers yet most employers will tell you they are having trouble finding people to fill positions. Is your program part of the problem or part of the solution? We will spend an hour looking into what employers are looking for from the students you produce. This session is sponsored by Livingston County EMS.

Credits: 1 Education Administration

Session C: Pros, Cons, and Ex-Cons: Coming to an EMS program near you - Marv Helmker

Whether you know it or not, whether you like it or not, students with criminal backgrounds are coming into Michigan EMS initial education programs in increasing numbers. From seemingly minor misdemeanor convictions to more serious felony charges and histories, individuals with criminal backgrounds are applying for EMS licensure. What are the pros and cons of having a student with a criminal background in your course, and what challenges does your program face regarding this issue?

Credits: 1 Education Administration

2:00 - 2:30pm, Coffee Break & Exhibitor Visit Time

2:30 - 3:30pm, Michigan EMS Region Support & Action Forums - SMEMSIC Region Representatives

There will be three sessions running simultaneously. Each Session will focus on discussions and action plans for EMS education issues from across Michigan. The sessions will be moderated by the SMEMSIC board of director region representatives from the various regions across the State. This is your opportunity to take part in EMS education administration on the ground floor as items will be discussed and plans formulated regarding education program policies for the future. The plans and ideas that come from these sessions will be used to guide our organization's contacts with State representatives throughout the coming months as we work together to improve EMS education in Michigan.

Credits: 1 Education Administration

4:00 - 5:30pm, General Membership Meeting

Please attend and let your voice be heard. The Society is involved in some very exciting work on your behalf; your input is important. Action will be taken on items from the just completed EMS Region Support & Action Forums. A Sergeant of Arms will be present to keep the meeting running smoothly. If time permits, a short board meeting will be held after the General Membership meeting. All are invited to attend.

Credits: 1 Education Administration

5:30 pm - 6:30pm, Member/Exhibitor Reception (following the General Membership Meeting)

There will be light snacks and a cash bar along with the major door prize giveaways. The reception ends at 6:30pm and is designed to provide an opportunity for attendees to network with exhibitors, board members and other SMEMSIC members. As a reminder, you must be present to win the door prizes! **Each person registering for the social receives one free soft drink.**

SATURDAY, OCTOBER 8, 2011

7:30 - 8:30am, Regular Conference Registration

8:30 - 10:00am, Keynote Address "Fish out of Water: Diversity in Health Care"- Dr. John Lee

This presentation will provide the EMS instructor a conceptual and practical framework to prepare EMS Students for "diversity" in the services provided by Emergency Medical Services. The instructor will be shown how to make a distinction between "cultural competency" and "racial responsiveness" to more effectively address the issues of "diversity" in EMS education and the classroom.

Credits: 1 Instructional Technique and .5 Education Administration

See the next page for continuation of Saturday sessions.

SATURDAY, OCTOBER 8, 2011 (CONTINUED)

10:00 - 10:30am, Exhibitor Visits - M&E Credit Worksheet Completion Time

Please follow the instructions on the M&E worksheets in the conference notebook. This is the time to complete the 2nd M&E answer sheet in your notebook. Participants who complete both worksheets in the conference participants notebook will receive one credit in measurement and evaluation.

10:30am - 12:00pm, Field Internship – If You Build It They Will Come - Bruce Nepon

Have you ever wanted to know more about running a field internship? Do you need tools to help select, train and evaluate preceptors; to document student performance; to use information gathered during the field internship to conduct program evaluation; and even to meet accreditation standards? Join Bruce, author of “Field Training Officer – Tips and Techniques for FTOs, Preceptors and Mentors”, as he helps navigate through the maze of field training program design and coordination.

Credits: .5 Education Administration and 1 Measurement & Evaluation

12:00 - 1:00pm, Lunch Provided

1:00 - 3:00pm, Teaching A&P; A Hands on Advantage - Phil Sanderson

This presentation will consider both the traditional “book” methods of teaching A&P verses taking a more “hands on” approach and introducing students to the organs using fresh cadavers.

Credits: 2 Instructional Technique

3:00 - 3:30pm, Coffee Break

3:30 - 5:30pm, Breakout Sessions - Select your preference on the registration form

Session D: Cultural Competency and Racial Responsiveness: Critical Distinction for EMS - Dr. Lee

This will be an interactive session discussing what all EMS instructors and managers can do to facilitate cultural competency AND racial responsiveness among EMS students and service providers. Methods to ensure competency in a “multicultural but racialized society” in EMS education programs and services will be discussed and explored.

Credits: 1 Instructional Technique and 1 Education Administration

Session E: Tips for the Field Training Officer - Bruce Nepon

Teaching EMS students in the pre-hospital environment is challenging when all is going well. What about when it’s not? How can we identify the problem(s)? What are the obstacles to learning that we, as instructors, create? How can we effectively document performance and offer remediation? This presentation will discuss some practical solutions to common problems encountered during field internship (and elsewhere). Please join teacher and author Bruce Nepon as he shares lessons learned along the way as a lab/clinical/field instructor and trainer of FTOs.

Credits: 1 Instructional Technique and 1 Measurement & Evaluation

Session F: Stepping Out from the Podium; Using Simulation in your Lecture - Phil Sanderson

This presentation will include both lecture and hands on interaction. Attendees will gain the theory of simulation, how to include the lecture and case studies in with the simulation model, lessons learned and conference participate lead scenarios.

Credits: 1 Instructional Technique and 1 Measurement & Evaluation

SUNDAY, OCTOBER 9, 2011

8:30 - 10:30am, Breakout Sessions - Select your preference on the registration form

Session G: Video Production for Dummies - Mel Oakley

This presentation will focus on small format video production that can be done on most computers to bring video to the classroom. Techniques for producing videos with both Mac and PC platforms will be covered. Learn how to enhance your presentations with videos you can produce without a great deal of technical experience.

Credits: 2 Instructional Technique

Session H: Evaluating the Affective Domain - Doug Smith

During this breakout session the participants will learn how to implement an affective evaluation program within their service or education program. We will break down the material presented during the Friday morning general session and put it into a fashion where we will be able to deliver it easily into our next program.

Credits: 2 Measurement & Evaluation

11:00 - 1:00pm, Conference Planning Committee Meeting - Location TBA