

David DeLong, Author of *Lost Knowledge*, to Deliver Keynote at LEAD Summit 2007



Dr. David DeLong, a research fellow at MIT's AgeLab and author of *Lost Knowledge: Confronting the Threat of an Aging Workforce*, will be giving the opening keynote address at the Center for American Nurses first annual educational conference, LEAD (Leadership, Education, Advocacy, Development) Summit 2007, being held May 17-19, 2007 in San Antonio. DeLong specializes in knowledge retention and workforce development solutions and has spent six years studying the problem of changing workforce demographics and their impacts on organizational performance.

In that time, he has conducted more than 350 interviews with dozens of organizations in the U.S. and Europe to develop solutions for knowledge retention and workforce development challenges posed by increased baby boomer retirements and more mid-career turnover.

At LEAD Summit 2007, he will review how his groundbreaking, comprehensive framework to help leaders retain critical organizational knowledge despite an aging workforce and increased turnover among mid-career employees can be applied to the dynamic nursing environment. In today's organizations, applying knowledge of complex technical systems, scientific advances, and integrated work processes is the key to improved performance. He also will spell out the serious costs of attrition when this human capital starts to rapidly disappear.

In addition to DeLong, other key speakers will address the highly relevant advocacy issues of evidence based research initiatives and their implications for the nursing workforce and safe, quality patient care delivery; identifying and deploying effective conflict resolution strategies to address conflicts encountered in the current health care environment; discussing workforce and staffing initiatives that have successfully achieved innovative program objectives; and describing and discussing the impact of environmental hazards and physical design on patients and nurses.

There will be e-learning labs, special sessions, concurrent sessions, and numerous poster presentations to go along with numerous networking and learning opportunities with leaders, peers, and exhibitors. Individuals attending all of the qualifying sessions can earn up to 14.5 CE. LEAD Summit 2007 is designed to empower all nurses to become their own best advocates in their workplace.

Many of the expected attendees are in full-time management/leadership positions and have Bachelors degrees or higher. To find out more, please visit www.LEADSummit2007.org or call 301-628-LEAD (5323). – V. DeWitty

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