

Tribute to NURSES

"I am even more passionate about nursing than I was when I graduated more than 40 years ago. It was the best choice I could have ever made, as nursing offers endless opportunities for growth and for making a difference in the lives of other people."

—Harriet R. Feldman, PhD, RN, FAAN, Dean and Professor, Lienhard School of Nursing, Interim Dean, School of Education, Pace University

Nursing has always been a combination of art and science. We typically imagine nurses to be those wonderful care givers who seem to know exactly what to say and do as we or a loved one is being tended to, but they are so much more than that. We have entered a new era in nursing when evidence-based practices and the striving for better patient outcomes have made nurses more highly trained and educated than ever before.

The nurses in this section represent some of the "best and the brightest" in the profession. They have consistently mentored others while performing inspirational work with patients and other healthcare professionals.

What we hope to do in this section is inspire those of you who might not have considered nursing as a career to think about it as a path to the advancement of scientific knowledge.

This advertising supplement is sponsored by participating advertisers. The promotional material was prepared by Beth Polazzo and did not involve the reporting or editing staff of The New York Times. ©2008 The New York Times

THE WINNERS

Normadeane Armstrong, RN, MSN, ANP, APRN-BC

Division of Nursing Faculty, Molloy College,
New York

Nominated by Tommy Armstrong (her 12 year old son), Joseph McNulty, executive director at Helen Keller National Center and Sarah Anker, chairperson at Community Health and Environment Coalition.

Normadeane Armstrong embodies all the best qualities of nursing; she is a leader, an activist, a teacher and a tremendously nurturing person. As she puts it, "My heart is in nursing."

When Ms. Armstrong sees a problem, she gets to work. In the early 1960s, thousands of children were born deaf and blind to mothers who had been sick with rubella, so Ms. Armstrong went to work as a nurse at The Helen Keller National Center. She continues to be a long time volunteer consultant at the center and has served as co-chair of an international symposium on Congenital Rubella Syndrome (CRS), and has participated in rubella-related activities for the Pan American Health Organization and the Centers for Disease Control. Ms. Armstrong has written numerous articles on CRS and has

**CONTINUUM HEALTH PARTNERS
5.0 COLS 5.5**



Normadeane Armstrong

been asked to speak at national and international conferences.

Being the activist that she is, when Ms. Armstrong heard that there were extraordinarily high breast cancer rates in Long Island, she rallied residents to action. In fact, she was the founding chairperson of the Community Health and Environment Coalition and continues to assist in creating public policy.

Beyond all this, Ms. Armstrong is a beloved teacher and role model at Molloy College who has never regretted her decision to become a nurse.

“Nursing is a profession that stands the test of time. There are few professions that are as dynamic and ready to be transformed to meet the ever changing needs of an ever changing world.”

—Jeannine D. Muldoon, PhD, RN, Dean and Professor, Division of Nursing, Molloy College

Nurse Educator Award: Rosemarie Rizzo Parse, PhD, MMed, BSN

Visiting Scholar and Consultant at the NYU College of Nursing, New York

Nominated by Steven Baumann, BSN, GNP, PhD.

Currently a consultant and Visiting Scholar at NYU College of Nursing, Dr. Parse was Dean of the Nursing School at Duquesne University, Professor and Coordinator of the Center for Nursing Research at Hunter College, and Professor and Niehoff Chair at Loyola University. She is also the founder and current editor of Nursing Science Quarterly and President of Discovery International, Inc., as well as the founder of the Institute of Humanbecoming.

Of all her many honors and awards, Dr. Parse is most proud of Humanbecoming, her creation of a network of nurses and others committed to the advancement of nursing as a scientific discipline.

After a lifetime of study, research, writing and teaching, Dr. Parse says, “I am blessed in my life.” Her affection and brilliance within the profession is returned by her students who blossom into

extraordinary nurses go on to become deans and directors of nursing schools. Dr. Parse’s efforts are also returned in quite tangible ways: She has received two Lifetime Achievement Awards and a scholarship has been set up in her name. Of the nine books she



Rosemarie Rizzo Parse

has written, two were on the “best picks” list of theory by Sigma Theta Tau International Honor Society in Nursing. Dr. Parse has also been honored by the Society of Rogerian Scholars, which believes that the way nurses use knowledge to provide a service to society is as important as the knowledge itself.

Dr. Parse’s mission is to share her progressive leadership in nursing theory. She has chaired over 30 doctoral dissertations and, according to Dr. Steven Baumann, “guided hundreds of students with creative conceptualiza-

**NYU MEDICAL CTR
3.0 COLS 5.5**

**MOUNT SINAI HOSPITAL
3.0 COLS 5.5**

**CONTINUUM HEALTH PARTNERS
2.5 COLS 5.5**

**MOLLOY COLLEGE
2.5 COLS 5.5**

tion regarding their research, and mentored faculty members and students working on qualitative and quantitative research proposals, grant applications and manuscripts for publications.”

“Heartfelt congratulations to Dr. Parse and to all the recipients. We are especially proud of Dr. Parse and know firsthand what an exceptional teacher she is! Her NYU students and faculty mentees comment on her caring approach and ability to teach complex subject matter with clarity and depth.”

—Terry Fulmer, PhD, RN, FAAN, The Erlene Perkins McGriff Professor and Dean, College of Nursing, New York University

Tara Roche, RN, BSN, MS

Nurse Manager

Beth Israel Medical Center, New York

Nominated by Cathy Sullivan, RN, NP, BS, MSN, Director of Patient Care Services and Mary Walsh, MSN, RN, CEN, Vice President, Patient Care Services and Chief Nursing Officer.

Tara Roche understands that a good nurse is both a caregiver and a teacher. “I knew that I couldn’t work in an office; I needed to provide hands-on help to others.” According to Cathy Sullivan, “Tara has created an atmosphere of warmth and compassion on her unit, she promotes excellence in each individual who works there and gives patients the confidence to regain their strength and become well again.”



Tara Roche

Her unit, with its postoperative, neurosurgical and neurology patients, has been recognized for its excellence by the American Heart Association for their work on stroke management. Tara Roche believes that there are no problems that are not able to be solved and nothing that she can’t accomplish. When a critically ill cancer patient wanted to go home...and home was Ireland, Tara and one of her colleagues became a medivac team and fulfilled a dying man’s last wish, thanks to the donations that she raised at Beth Israel and a major airline

By selflessly and tirelessly delivering professional, compassionate care, she has done her family, her professors and her co-workers very proud. Tara Roche exemplifies all that is honorable in nursing.

“The entire Department of Nursing at Beth Israel Medical Center congratulates our New York Times Tribute to Nurses winners Nurse Manager Tara Roche and RN Traveler Beka Serdans. Your commitment to nursing excellence inspires us all.”

—Mary Walsh, MSN, RN, CEN, Vice President of Patient Care Services, Chief Nursing Officer, Beth Israel Medical Center

Beka Serdans, RN, MS, NP

IntelliStaff Travel RN, Beth Israel MC (temp) and Care4Dystonia, Inc., New York

Nominated by Laurel Schroth, RN, CDE, BSN, Asst. Nurse Manager, PACU Highland Hospital, Rochester, NY, Director, Care4Dystonia, Inc.

Beka Serdans says, “I’m just a normal person.” But she isn’t just normal — she’s an extraordinary nurse, patient and human being. Beka Serdans serves as a role model for anyone who doesn’t think that they can fulfill their dream or make the most of their life.

Beka Serdans was on her way to medical school, but life got in the way. She developed the cureless movement disorder called dystonia.

During years of being improperly diagnosed while she was in constant pain and making involuntary movements associated with twisting and bizarre postures, Beka Serdans didn’t stop to feel sorry for herself. She

made that lemon into buckets of lemonade by becoming a critical care nurse with special empathy for her patients.

Serdans went on to complete her master's degree (with a 4.0 average) in the midst of having brain surgery between semesters, a surgical procedure intended to maintain her functional status, according to her neurosurgeon Dr. Michael G. Kaplitt, MD, PhD, at Weill-Cornell.



Beka Serdans

Serdans has also created the grassroots, non-profit patient advocacy group called Care4Dystonia (www.care4dystonia.org) that is devoted to improving patient care, creating awareness of the disease, and educating the dystonia community and public at large about the diagnosis and treatment of dystonia. She is a powerful, well-educated, proactive nurse who plans on attending law school so that she can become even more of a voice for people with disabilities with the assistance of civil rights attorney, Norman Siegel.

Amazingly, Beka Serdans has no medical insurance and the battery that helps stabilize her movements has recently stopped functioning. It may be time for all of us to give a bit back to this nurse who donates 110% of her life to others.

Amazingly, Beka Serdans has no medical insurance and the battery that helps stabilize her movements has recently stopped functioning. It may be time for all of us to give a bit back to this nurse who donates 110% of her life to others.

"I fell in love with nursing as a novice community health nurse over 40 years ago and have never looked back. I am proud to be a nurse and of the many remarkable ways our nurses at VNSNY impact people's lives every day."

—Joan Marren, RN, MEd, MA, Chief Operating Officer, Visiting Nurse Service of New York

The Finalists

Barbara DiCicco-Bloom, PhD, RN

Nurse Educator and Researcher

Department of Family Medicine at the University of Medicine and Dentistry, New Jersey

Nominated by Denalee O'Malley, MSW, colleague.

Dr. DiCicco-Bloom was, in her words, "born to be a nurse." She graduated with a degree in biology and had planned to be a marine biologist but quickly realized that nursing was her calling. Intelligent, independent and highly-educated, Dr. DiCicco-Bloom has found that nursing has allowed her to be both a researcher and an advocate for patient care and improved health outcomes.

Dr. DiCicco-Bloom has taken her many years of clinical experience as a community, home care and hospice nurse and put it to work for both her students and in her research. She is the Director of a Primary Care National Research Services Award Fellowship that prepares individuals from different disciplinary backgrounds to be researchers.

"By keeping our patients and families first, our nurses continue to breathe life into our mission and profession. I am proud to be a Hackensack nurse."

—Dianne Aroh, MSN, RN, NEA-BC, Executive Vice President, Chief Nursing Officer, Hackensack University Medical Center

MEMORIAL SLOAN-KETTERING 3.0 COLS 5.5

NY PRESBYTERIAN HOSPITAL 3.0 COLS 5.5

PACE UNIVERSITY
2.5 COLS 5.5

Susan Marra, RN
Winthrop Hospital, New York

Nominated by Janice McGuinness, BSN.

Although her work on the neurosurgical unit is intense and often heartbreaking, Susan Marra always manages to be calm and professional. She once considered teaching, but her current position allows her to have “the best of both worlds.” She is a teacher to all the new nurses who rotate through her floor and still gets to practice bedside nursing. Marra is so good at her job that she was Winthrop University Hospital’s winner for Nurse Excellence in 2008.

For Susan Marra, the gift of nursing is seeing her former patients return after rehab to say “Thanks, I remember your voice or your care.” She is going back to school in her rare “spare time” to earn her Bachelor of Science, so she can apply for the new job that has been posted at Winthrop: Nurse Educator of the Neuroscience Unit.

“In these challenging financial times, nursing remains a sought after, stable, rewarding profession that contributes to the good of mankind. I am proud to be a nurse and am passionate about my work at Mount Sinai Hospital and the nurses that I lead.”

—Carol Porter, RN, MPA, Chief Nursing Officer, Senior Vice President, Mount Sinai Hospital

Alba Reyes, RN, OCN
New York Presbyterian Weill Cornell
Oncology Service

Nominated by Karen Beliard, BSN.

According to Karen Beliard, “Alba Reyes is one of the uniquely dedicated individuals bringing hope and advances in clinical care to patients and their families battling cancer.”

She has achieved senior staff recognition and it’s easy to see why. Alba Reyes has that special ability to make everyone around her feel special and loved. Her clinical skills and interest in research are also outstanding. For the past two years she has focused on an additional, fifth, vital sign: pain. The other signs include body temperature, pulse (heart rate), respiratory rate (breathing), and blood pressure.

Alba Reyes knows that it takes intelligence, understanding, compassion and caring to be a good nurse and she lives with a simple yet profound ethic: “Leave work each day knowing that you have done your very best.” It is obvious to all who know Alba Reyes that her “best” is far above the horizon of excellence.

“I am extremely proud and honored to lead one of the best nursing organizations in the country. Nursing is filled with endless personal and professional rewards. As a nurse, you spend your life helping others, using skills that blend scientific knowledge with compassion and caring. More importantly, nursing is finally getting the recognition it deserves for the quality of patient care delivery and outcomes.”

—Wilhelmina Manzano, MA, RN, NEA-BC, Senior Vice President, Chief Nursing Officer, NewYork-Presbyterian Hospital

Margaret Stacklum, EdD, Med, MS, BS, RN
Professor Emeritus
SUNY College at New Paltz, New York

Nominated by Maryann Sharpe-Cassese, MSN, RN.

After many years of psychiatric nursing and continuing her education, Dr. Stacklum believes that a high value should be placed on intellectual development. So, as one of the founding members of the Nursing Baccalaureate program at SUNY New Paltz, Dr. Stacklum provided the opportunity for nurses to become even more successful, while continuing their work, caring for their families and returning to the educational arena.

BRIDGEPORT HOSPITAL
2 COLS 5.143

Dr. Stacklum and her colleagues, through the use of “The New Paltz Diploma to Degree Program Stacklum Model,” were able to guide, teach and mentor over 300 nurses while they earn their Bachelor of Science degrees. Many went on to obtain graduate degrees and leadership positions.

Dr. Stacklum has always wanted to be a nurse and says she “absolutely loves the career.” According to Maryanne Sharpe-Cassese, Dr. Stacklum “anticipated the direction of nursing as a profession and is a true champion of nurse autonomy as evidenced by her helping so many other nurses realize their potential and thus influence the quality of nursing care in their communities.”

Bridgeport Hospital congratulates Gloria Bindelglass and all the honorees for their exemplary work. Gloria's passion and energy, combined with her skill and knowledge, make her stand out within the community as an educator. She is an example of the type of committed nurses we work with every day at Bridgeport Hospital.

— MaryEllen Hope Kosturko, MHSM, BSN, RN, CNOR, Senior Vice President, Chief Nursing Officer, Bridgeport Hospital

“Memorial Sloan-Kettering Cancer Center congratulates Fran Spiro, Emily Seldon Adler and Paul Girdler for achieving this honorable recognition. These exemplary nurses demonstrate knowledge-based caring at its best as they practice the art and science of oncology nursing.”

—Elizabeth Nelkin McCormick MSN, RN, Executive Director/Chairman, Nursing, Memorial Sloan-Kettering Cancer Center

Honorable Mentions

Emily Adler, Memorial Sloan-Kettering Cancer Center

George Allen, SUNY University Hospital of Brooklyn

Gloria Bindelglass, Bridgeport Hospital

Marie Colangelo, Morristown Memorial-Gagnon Heart Hospital

Melinda Fernandez, New York Presbyterian-Columbia Presbyterian Medical Center

Paul Girdler, Memorial Sloan-Kettering Cancer Center

Patricia Jones-Williams, New York Presbyterian-Weill Cornell

Pat Kelley, St. Barnabas Hospice & Palliative Care Center

Brenda Marshall, University of Medicine & Dentistry of New Jersey, School of Nursing

Lisa Murray, New York Presbyterian-Morgan Stanley Children's Hospital

Lynda Olender, NY/NJ Veterans Affairs-James J. Peter's Medical Center

Estela Pardon, New York Presbyterian-Columbia Presbyterian Medical Center

Margaret Pellizzari, North Shore-Long Island Jewish Health Care System-Schneiders Children's Hospital

Janice Leah Smolowitz, Columbia University Medical Center

Fran Spiro, Memorial Sloan-Kettering Cancer Center, Breast Cancer Center

Karen Swiencki, New York Presbyterian-Columbia Presbyterian Medical Center

Dina Valenti, AmeriCares Free Clinic

HACKENSACK MEDICAL
3.0 COLS 5.5

VNSNY
2.5 COLS 5.5