

Message from the Chair



Laurie Nash, 2010-11 CASPR Chair

It's time ... to plan to be at the 2011 Annual CASPR Conference in Collingwood, Ontario

Hope everyone enjoyed March break and finding time to get away whether it be lounging on a tropical beach or swooshing down a snowy slope. It has been a busy CASPR year so far and much energy has been invested by our CASPR Conference Planning Committee and Conference Co-Chairs, Christie Cadotte (Barrie) and David Gravelle (Midland) to put together an agenda that will satisfy every recruiters' appetite.

You will have already received a few recent updates on the upcoming CASPR conference from David and Christie. If you have not, please notify me or Jill Cappa via email, and read on.

Your Executive Committee is very excited about the evolving conference agenda, its roster of speakers, the networking opportunities and the sponsors that will make the 2011 Conference a memorable one.

For those of you who are not familiar with the Collingwood area in central Ontario, this beautiful setting is well worth discovering. And for those of you who are repeat visitors to the area, we need not say more.

The Executive would like to sincerely thank **Scotiabank**, our Diamond sponsor, who has been very connected to our CASPR members, and supportive of our recruitment activities over the past year. Be sure to come out and meet the Scotiabank representatives in attendance who have made so many supportive recruitment initiatives possible across Canada.

There are also a few new initiatives your Executive Committee is working on, and want to share with members at the Conference this year. Come prepared to share your feedback, and help us make CASPR as relevant to you as we can.

The following pages will update you on these initiatives and on Conference details. Our Conference Co-Chairs are encouraging your early registration to facilitate planning at the Village at Blue Mountain. All members who register by March 18th will be entered into a draw for a **SONY Reader Touch Edition**. Please see the registration instructions and

send us a completed registration form and cheque/money order before the early-bird prize deadline!

The 2011 Conference Agenda also offers a choice of social evenings. If you are new to CASPR, these are a great opportunity to meet others who share the same work goals, challenges and rewards as you do. Spending time exchanging best practices is one of the most valuable aspects of this conference so don't miss out!

For long-standing CASPR members, we believe this conference agenda will provide very relevant updates and new tools and material for you to take back to your workplace.

As I have mentioned earlier this year, CASPR has made great strides as a new Association, over the last 7 years. From the new representation at the Executive level this year, to a strong Conference Planning Committee, to our new Conference Co-Chairs, we are fortunate to have such a terrific show of support from within our membership. A sincere thanks to all the volunteer members involved in moving us into the next iteration of CASPR, and for pulling the 2011 Conference program together. I would also like to thank members who responded to my last call for volunteers to help with Membership development, as well as the Communications Committee. If you are still entertaining getting involved, it's not too late. Contact your Executive members (*see list on page 5*) if you have any questions as you commit to sharing your time and expertise with CASPR.

We look forward to meeting you all, and to welcoming you to the CASPR fold!

DON'T MISS OUT ...

the CASPR 2011 Annual Conference

is coming up quickly

on May 9-11, 2011

at the Westin Trillium House,
in Collingwood, Ontario.

Read on for details ...

20/20 VISION FOR THE FUTURE

Greetings fellow CASPR members!



David Gravelle and Christie Cadotte
2011 CASPR Conference Co-Chairs

Conference Co-Chairs, Christie Cadotte and David Gravelle along with the Conference Planning Committee and CASPR Executive, have been working diligently to develop a strong agenda for the upcoming annual conference, to be held **May 9-11, 2011 at the Westin Trillium House** in Collingwood, Ontario.

The 2011 Conference theme is **20/20 VISION FOR THE FUTURE**—to emphasize how CASPR needs to be strategic going forward to remain relevant and beneficial to its membership.

STEP 1— Conference registration

A Registration Form PDF was sent earlier, and accompanies this email, and is also available on the CASPR website (www.caspr.ca). Members and participating non-members need to complete a form, and select their social event options by March 25th to be entered in the Early Bird Draw of a SONY Reader Touch Edition, courtesy of Sony in Barrie, ON. Completed forms can be scanned and emailed to Susan Adair at sadair@paio.org or faxed to Susan's attention at 416-595-9778. Please send your form and payment—cheque or money order (clearly identifying YOU, the CASPR member, and your participating guests/delegates) by mail to Susan at the address indicated on the Registration Form.

The registration form has all the pertinent details so you can get your budget requests into the powers that be. Member registration fee is \$400. Non-members—\$500.

Social/networking sessions—included in your Conference registration, so plan your travel arrangements accordingly. We suggest you plan to stay until Thursday, May 12 to take them all in.

Monday, May 9th—Welcome Reception—6:30 pm—come meet your fellow CASPR members!

Tuesday, May 10—CASPR Awards Dinner—6:00pm

Members' guest tickets available for \$75 each

Wednesday, May 11—CASPR VIP Party— 8:00 pm

KayToo Restaurant & Bar

Featuring live local physicians

We look forward to providing more information on our roster of speakers by email over the coming weeks.

STEP 2— Make Hotel Reservation

Westin Trillium House, The Village at Blue Mountain

We have negotiated the discounted rate of \$189/night with the Westin Trillium House. This rate is available for May 9-11 as well as the three days pre and post conference if you are considering making your stay a mini-holiday. Blue Mountain offers great family oriented activities as well as the world-class Scandinave Spa, located just off-site. (Please note that there are a limited number of one-bedroom suites available at no extra charge. You can make reservations at the Westin Trillium House by calling 1-866-837-4192 and requesting the "CASPR" rate.

**REGISTER BY
MARCH 25, 2011
TO BE ENTERED
INTO A DRAW TO
WIN A SONY E-
READER TOUCH
EDITION COUR-
TESY OF SONY IN
BARRIE, ON !!**



Nestled between the shores of Georgian Bay and the heights of the Niagara Escarpment is the Westin Trillium House, Blue Mountain, in Ontario's largest mountain resort region. Standing boldly at nature's back door, this resort is truly a sight to behold. To learn more about the WTH go to <http://www.westinbluemountain.com/>

2011 CASPR Annual Conference Agenda—Highlights (see full agenda online)

Monday, May 9th, 2011

Shuttle services to Westin Trillium House—all day from Pearson Intl Airport (see online agenda for most recent info)

Scandinave Spa—Blue Mountain—special CASPR rates

6:30 CASPR Welcome Reception
Entertainment: Dr. Lalit Chawla, Illusionist

Tuesday, May 10th, 2011

7 am Health Walk, with Norine Howardson
7:30 Registration and Breakfast
8:15 Welcome and Introductions
8:30 Greetings from Scotiabank, Diamond Sponsor
8:45 **Keynote Speaker**—Dr. Carolyn Bennett, MP, St. Paul's, Toronto and former Minister of State (Public Health)
"Is There a Doctor in the House?"
9:45 *Break*
10:00 **Dr. Lawlit Chawla**
"How to use magic & illusions in a clinical setting— Adding a little magic to your experience"
11:00 **CASPR Recruiter Certification Program * new in 2011!!**
In partnership with the University of Windsor
CASPR Vice-Chair, Joan Mavrinac
12:00 Greetings from Emerald Sponsor
12:10 Buffet Lunch
1:15 **Kathy Elsdon-Befort** (K. Elsdon Consulting)
Concurrent Breakout Sessions
Education, Governance, Marketing
(see full agenda for facilitators & details)

Tuesday, May 10th, 2011 (cont'd)

3:45 **"Creating Community Action Plans"**
Discussion on *Outcome of breakout sessions*
6:00 Reception
6:30 **CASPR Banquet Dinner & Awards** new in 2011!!**
Entertainment: Comedian Victor J. Hanson

Wednesday, May 11th, 2011

7:00 Health Walk, with Norine Howardson
7:30 Buffet Breakfast
8:30 **Keynote Speaker**—Mr. Chris Leader
Leader's Edge Training
9:30 **"Making the Interview Process more Professional"**
Joan Hatcher, CASPR member
10:15 *Break*
10:30 **Keynote Speaker**—Dan Faulkner
Director, Associate Registrar, Quality Management/Research, CPSO
"National Harmonization of the Registration Requirements for IMGs"
11:30 Greetings from Platinum Sponsor
11:40 Working Lunch—**CASPR Annual General Meeting**
Launch of new CASPR website
1:15 **Keynote Speaker**—Sandra Banner
Executive Director & CEO, CaRMS
Report on Canadian Students Studying Abroad
2:15 Speaker TBC
3:15 Speaker TBC—proposed topic: ObamaCare and its impact on the Canadian Health System
4:30 Conference Wrap Up
8:00 **CASPR VIP Party—local physician band**

CASPR Conference goes GREEN at Blue!

In an effort to be eco-friendly, the 2011 CASPR Conference will be providing you with a USB Flash Drive fully loaded with all conference materials, presenter powerpoint presentations, and sponsor information, instead of producing those traditional bulky binders.

We will also post all presenter materials in the members section of the website one week prior to the CASPR Conference so you can download the files you would like to print and bring them with you to the conference.

We will be setting up conference tables with the appropriate power supplies so you can plug in your laptop and follow along with our presenters on your computer. (Internet access will not be available during conference presentations, but will be

available during breaks, lunch, and at the end of the plenary sessions each day.) The files on your USB flash drive will be loaded in a way you can add notes and save the files for future use.

We realize everyone doesn't have a laptop. We ask that those who do not have access to a laptop, please advise David or Christie by email so we can limit the number of presentation packages to print.

We expect to SAVE a substantial amount of money, and a few trees by moving to a digital format.

Please help CASPR go GREEN at BLUE!

Membership Renewal

To continue to enjoy all the benefits of the CASPR membership, don't forget to renew prior to the Conference. Membership benefits include:

- √ Ability to post physician job opportunities on this web site.
- √ Access to information sharing email network/chat line, and contacts for member organizations.
- √ Listed in our public Members Directory
- √ The right to stand for and hold Executive positions
- √ Vote on matters brought before the Membership
- √ Annual Conferences and other CASPR functions and events.

Please refer new members and returning colleagues to the **Contact Us** link on the splash page and 'Request an Invoice for Renewing your Membership'. Memberships are activated upon receipt of payment.

<http://www.caspr.ca/>

CASPR Recruiter Recognition Awards Program—New in 2011!!



At CASPR we all know that there are seasoned and creative recruiters who deserve recognition for the great work he or she has done in their region. In keeping with the Executive's goal to continue to evolve the Association, the Executive is launching the **CASPR Recruiter Recognition Awards Program** to bring this exemplary physician recruitment work to the fore.

The **CASPR Recruiter Recognition Award** recognizes a CASPR member who has been selected by his or her peers as an icon who has developed innovative and collaborative approaches and solutions resulting in successful physician attraction and retention in their community.

Nominations for the 2011 Award close at 5:00 p.m., 15 April 2011. Start now to complete your nomination for the 2011 Award!

To be eligible for this CASPR Award, a nominee must:

- ◆ Be a member of CASPR for a minimum of two years at the time of his/her nomination;
- ◆ Exhibit significant innovation and potential as a role model or future icon physician attraction and retention activities; and,
- ◆ Demonstrate a superior commitment and passion for physician attraction and retention.

To nominate a recruiter, a CASPR member must write a letter of nomination of no more than two typed pages that tells us how your nominee meets the Award criteria and gives an overview of the nature and scope of your nominee's achievements. *See the CASPR Awards Program poster online for the Nomination Package and more detailed information.*

If your nominee is selected as the Award recipient, plan to have representation at the CASPR Annual Conference held in May at which time the Award will be presented by representatives of CASPR and Scotiabank.



CASPR's Website Makeover!!

Well Jill Cappa is at it again! She and members of the Executive have been guiding the work of a third party website developer to give the CASPR site a major makeover, based on a membership decision at the 2010 Annual General Meeting in Calgary.

New site functionalities are in place, and they will include an archive system where members can retrieve archived documents – just like a library (for the old folks in the bunch). The Conference Listing page will only show relevant and upcoming conferences.

The new site will boast a new refreshed look that will feature more graphics and photos. New online mechanisms and fields are being developed for the Conference registration section. The Job Postings area is currently pending development.

Don't miss the official unveiling and showcasing at the 2011 CASPR Conference AGM in Collingwood!!

Doctor's Day in your Community

Do you celebrate Doctor's Day in your community? The first Doctors Day observance was March 30, 1933 in Winder, Georgia. Eudora Brown Almond, wife of Dr. Charles B. Almond, decided to set aside a day to honor physicians. This first observance included the mailing of greeting cards and placing flowers on graves of deceased doctors. The red carnation is commonly used as the symbolic flower for National Doctors Day.

Today, Doctor's Day is celebrated in many communities across the country. It's a great way to show your local physicians their hard work is appreciated. You can choose many ways to celebrate from something as simple as sending greeting cards, to having free coffee and muffins in the physician's lounge at the hospital. You can be elaborate and host an appreciation dinner or perhaps find a sponsor and provide each physician with a free car wash coupon.

The point is to celebrate your physicians in a way that matters in your community. Don't forget to advertise the event. A great no cost way of doing so is to do an article for the local paper, or do a public service announcement on local radio. This way you can engage the public and make them part of the festivities too. Make Doctor's Day an annual event in your retention plan!

2010-11 CASPR Executive

Chair, Laurie Nash

l.nash@healthforceontario.ca 519-350-1809

Vice-Chair, Joan Mavrinac

jmavrinac@bellnet.ca 519-255-7378

Secretary, Jill Cappa

j.cappa@healthforceontario.ca 905-687-6256

Treasurer, Susan Adair

sadair@pairo.org 416-597-3639

Communications, Ginette Vézina

gvezina@hrsrh.on.ca 705-523-7100 x 3046

2011 Conference Co-Chair, David Gravelle

GravelleD@qbggh.on.ca 705.526-1300 x 3135

2011 Conference Co-Chair, Christie Cadotte

cadotec@rvh.on.ca 705-728-9090 x 41310

Past Chair, Mary Jane Yorke

yorkemj@sah.on.ca 705-759-3720

Chuck Schmitt, Member at Large

cschmitt@dh.dryden.on.ca 807-223-8808

David Kay, Member at Large

David.Kay@rpap.ab.ca 780-423-9911

2011 CASPR Conference Sponsorship Needs You!

Do you have a good Sponsorship idea? Your CASPR Conference Planning Committee wants to hear from you!

For the 2nd of a 3-year commitment, CASPR is delighted that the Scotiabank will be supporting the CASPR Annual Conference in Collingwood, at the Diamond Sponsorship level.

If you know of new corporate sponsors who might be interested in establishing links with CASPR members and physician recruitment activities, the Sponsorship Committee is happy to follow these up on your behalf. Send the prospective sponsor name and contact information to Jill Cappa at j.cappa@healthforceontario.ca and she and her Committee members will provide them with details.

Diamond—\$10,000 Scotiabank
Emerald—\$7,500
Platinum—\$5,000
Gold—\$3,500
Silver—\$2,500
Friends—\$1,000

We will share news of other corporate support over the coming weeks when commitments are finalized.

For details on each sponsorship level entitlements, please consult the full document on the CASPR website.

Jill looks forward to your feedback!