**Bond ROI session**

**Hope all is well with both of you, and hope that you are getting ready and excited for the upcoming holiday season.**

**I had the pleasure of attending the Bond ROI session in May with Donna K., and Natasha.**

**The weekend education session was hosted by Shari and her staff at Bond. The main topic was ROI (Return of Investment) for members.**

**The emphasis for this meeting was how to recruit new members, but also how to maintain and keep current members happy with their memberships through strong communication, feedback and making them feel important. It was hosted by Ed Riggsbee and it was well excellent.**

**That weekend we also had a chance to tour Bond's office and Debbie gave us a presentation on application and exam processes.**

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**I also went to the OANHSS annual convention in May with Heather Shannon.**

**There was many "stars" including Arlene Dickinson from Dragon's Den, the Minister of Health, Honorable Deborah Matthews.**

**This attendance of this event was for advocacy of CSNM, and was attended as an associate member.**

**The conference was for the nursing home sector, and applied to all disciplines working in LTC's non-profit homes. There were many educational opportunities and workshops, such as substance abuse in LTC, ministry of health compliance for dietary departments, and ways to approach teamwork to ensure a more effective meal service for residents.**

**Other key themes at the conference was the upcoming changes to LTC in Ontario. It got into a comparison of how we do things now, and compared it to how other countries tackle the issues. We also had a chance to hear how the province of Ontario was setting its focus and money towards having more home care, rather than initiate LTC for people needing assistance.**

**It was an excellent conference, and it was a wonderful opportunity to introduce the CSNM to other members at the conference. I had a chance to meet many people who were interested in CSNM.**

**Submitted by**

**Dave Lebert**