

IT'S COMING UP ROSES FOR ONE CNOR-CERTIFIED NURSE

Sally Bixby, RN, MSN, CNOR, chosen as the first nurse and second woman to serve as president of the historical Tournament of Roses

The Rose Parade is a New Year's Day tradition that draws nearly 40 million viewers each year. Marching bands follow the intricately designed floats as they roll through the streets of Pasadena, California. Organizing the floats and bands, and the parade in general, takes months, even years, of preparation by a group of dedicated volunteers. The person selected to preside over the Rose Parade and Rose Bowl Game in 2013 is not only a nurse, but a CNOR as well.

Sally Bixby, RN, MSN, CNOR, has spent more than 20 years serving as a volunteer for the Tournament of Roses. After rising through the ranks of volunteer leadership positions, she was selected to serve as President of the Tournament in 2013, an honor that only one other woman has achieved in the nearly 125-year history of the parade.

"I was thrilled to be picked to receive this honor and to be the first nurse in this position," Bixby, director of surgical services at City of Hope National Medical Center in Los Angeles, said. "It's a great chance for us to showcase the nursing community and raise awareness of the many career opportunities available to nurses today."

Bixby wanted to be involved with the parade since her childhood. She grew up in Pasadena in a house near the end of the parade route. She watched the "white suiters," the nickname given to the volunteers because of their standard uniform of white suits and red ties, bustling along the parade route and decided to join them. "At the time, I had no idea there was a President or an organization overseeing everything. I just thought it would be a fun thing to do," Bixby said.

Bixby's OR nursing colleagues in California saw her selection as President of the Tournament of Roses as a golden opportunity to raise awareness and feature a nursing-centric float in the 2013 parade. CCI News

caught up with Bixby to find out more about her post as President of the Tournament and the float honoring nurses.

How does one get involved in the Tournament of Roses as a volunteer?

There are more than 900 volunteers and 31 committees that work on the parade and



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PRESIDENT OF THE
2013 TOURNAMENT OF ROSES

bowl game each year. You apply to be a volunteer and the foundation picks a certain number of people. If you continue to volunteer, you can serve as a committee vice chair and then chair and eventually you may be asked to serve on the executive board.

What are your main responsibilities as President of the 2013 Tournament of Roses?

My role is as an ambassador for the Tournament. I travel and visit all of the bands that will perform in the parade to help them raise the money they need to get to the parade. This year, for example, we had 22 bands. As president, I am also chairman of

the board and am responsible for running a fairly large-sized business with a support staff of 25.

That's quite a bit of travel!

Yes it is! I believe this year the President traveled 165 days of the year. It's a lot like having two full-time jobs.

How do you help the bands raise the funds needed?

The Tournament has a Web site with ideas on how to raise the money, but normally the bands have determined what they are going to do before I get there. When the President comes into town, it's usually for some kind of a kickoff event or a celebration of a fundraising milestone. We are really trying to highlight their efforts and achievements to the town they represent.

What is it like going to the different towns around the country?

The towns are totally behind their band and the parade and treat you like you are royalty. From what I hear from past Presidents, it's a fantastic experience. You meet great people around the country and form long-lasting relationships with them. The woman who was President in 2006 has told me that she is still close friends with three of the band directors who were in her parade.

What does it mean to you to be picked as the first nurse and second woman to serve as President of this historical event?

I personally hadn't thought about the significance of it for nurses until some colleagues came to me and explained how they saw it is an opportunity to build a float that focused on nursing. A nursing float could really be done at any time, but there is a lot more tie-in for 2013 because I am also a nurse.

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Let's talk about the nurses float and the Web site started to help raise funds to build the float. How was the idea for Flowers4thefloat.org formed?

Some colleagues of mine from AORN actually came up with the idea and approached me about it after they found out I was going to be President. They met and talked about showcasing nursing by putting in a float that represents nursing in the parade the year that I am President. To support the project, I've been going to different nursing conferences to tell as many nursing groups as possible about the float. The parade is on a number of different TV stations and draws a huge number of viewers, so it's a great opportunity to reach an international audience.

Are they raising money for the float only, or will the money raised be used for other purposes?

I believe that the goal is to raise \$500,000. It costs about \$350,000 to make the float, and there are costs to maintain the Web site. The balance of the money raised will go toward scholarships for nurses.

As a group of OR nurses, did you want to initially keep the focus of the float only on OR nursing?

We talked about whether it should just be OR nurses but ultimately decided that the float should really focus on all nurses in all specialties. We want to focus on the many different roles nurses can have and the many different career choices available today. We also want to focus on different audiences and demographics. We want to get the attention of younger people looking for nursing careers, as well as older people looking to switch careers. This is a great way to showcase nursing and raise awareness of it as a profession. We are all very proud of being nurses, and we want to share that.

What will the float look like? Do you have a design already?

The float isn't designed yet, but we know that the design will showcase different careers in nursing.

How can other nurses get involved with the float?

There are many different ways individual nurses can get involved with many different levels of donating. For example, my mother-in-law sent a check to me as my Christmas gift this year to go toward the float. I was thrilled with that. You can also send electronic bouquets of roses for \$25. The team has really come up with creative ideas of how you can support the float. I would encourage everyone to visit www.flowers4thefloat.org to see how you can participate.

Let's talk more about your involvement with CCI and the CNOR. When did you earn your CNOR?

I can't remember if it was the first or second year that the certification was offered, but it was very early. I've always been very active in the OR; I thought it was essential to have that certification, and I've always kept it up in my career. It shows that next level up of your professional performance.

What do you think is changing about the nursing profession/community? And, do you think the float will impact it in any way?

When I first became a nurse, the career choices for women were more limited, or at least that is what we were encouraged to think. We were raised to think that we had to be a nurse or a teacher. These days, women don't have the same limitations. I think it has made it difficult to keep recruiting the cream of the crop to go into nursing because there are so many other opportunities available to young people, especially women. The float is a way to highlight the ways that very accomplished people have taken nursing as a career path and it has been a great ride for them. It's really a worthwhile career with so many opportunities!

the credential itself as well as the credibility of the certifying body. Unaddressed incidences of cheating may alter the perception of the credential and make it less valuable. The more cheating is perceived, the less worth the credential is perceived to have.

Must cheating be deterred by organizations? Unfortunately, because cheating still occurs, organizations will still need criteria and a means by which those who cheat are sanctioned. Certification boards for nursing specialties have sanctions designed to promote the ethics of the certification process as well as the credentials provided by the specific board. Among the sanctions included in CCI's policy are prohibition to sit for the exam for a defined period of time and/or permanent revocation of the credential. CCI also reserves the right to inform employers and/or the state board of nursing regarding any sanctions taken against a CNOR or CRNFA candidate or certificant. Examples of such sanctionable actions are provided in the table on page 9.

Who benefits from cheating? If not caught, it can be argued that the cheater may benefit. Who does not benefit from cheating? All those who are in contact with the cheater. The ANA code of ethics purports that the nurse safeguards the patient/population against incompetent, illegal, and unethical practice. Cheating blatantly violates that code. Even if one can assert a pseudo-rationalization for cheating, the end does not justify the means. Cheating is unethical at any level. To cheat or not to cheat? There's no such question.

References

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