

# President's Message



Bethany S. Campbell, MPA, BSN, RN, President, ANA-Michigan

As I step into the role of ANA-Michigan President, I want to begin with gratitude. Over the past two years, Dr. Barb Medvec has led this organization with extraordinary vision, collaboration, and engagement. Her leadership has strengthened ANA-MI, and she continues to be a valued mentor to me and to so many others. I'm also deeply grateful for our board of directors—trusted friends, thought partners, and a constant source of inspiration. And to you, our members: your passion for our profession and your ongoing support of our initiatives have elevated nursing across Michigan through standard setting, advocacy, and professional development.

What does it mean to be a nurse? A decade ago, when I moved into nursing leadership, someone asked how I felt about leaving the bedside. My response was simple—being a nurse means I have a panel of

patients, and my job is to remove as many barriers as possible so they can achieve their optimal health, their goals, and outcomes that promote their flourishing.

That panel has changed over time. At the bedside, it included my med-surg patients, then recovery room patients, and later un-housed individuals and immigrant families in the community. As a nursing leader, my panel became the physicians, advanced practice providers, nurses, and teams I supported.

And now, as President of ANA-Michigan, my panel includes each of you—every nurse across our state. My goal is to remove barriers, provide resources, and strengthen the connections that allow us to advocate for our patients and for one another. Together, we can advance our profession in our hospitals, our communities, and in Lansing, ensuring excellence at every level of patient care.

As we look ahead, I'm energized by what the next two years will bring. Our shared mission—advancing Michigan's health and safety through the innovation, leadership, and excellence of registered nurses—guides everything we do. ANA-Michigan leads a diverse and inclusive community committed to nursing excellence, advocacy, and innovation. Through ANA-MI LEADS—Leadership, Empowerment, Agility, Diversity, and Service—we will continue shaping the future of nursing in our state. And as part of the ANA Enterprise, we remain aligned with the broader mission to lead the nursing profession and shape the future of health-care, working toward a healthy world through the power of nursing.

I'm honored to move forward with each of you, and I'm excited for all we will accomplish together. ■

## Become a Partner & Get All the Perks!

### Join the ANA-Michigan Champions for Nursing Partnership Program Today!

Experience the Benefits of Partnership with Our Exclusive Levels:

#### Friend, Supporter, Partner, Advocate and Champion

Enjoy fantastic advertising benefits and an array of exclusive perks at our annual conference. At the prestigious Champion level, seize the opportunity for exclusive FaceTime with ANA-Michigan leadership and present your ideas to the board of directors!

Unlock Opportunities and Connect with Nurses Throughout Michigan!



\*Must meet editorial and submission guidelines.

[www.ana-michigan.org/Champions-for-Nursing](http://www.ana-michigan.org/Champions-for-Nursing)

	FRIEND \$2,500	SUPPORTER \$3,750	PARTNER \$5,000	ADVOCATE \$7,500	CHAMPION \$10,000
<b>ADVERTISING</b>					
Recognition on ANA-Michigan's partners webpage including company logo and a link to website	X	X	X	X	X
Submit an article or banner ad for e- newsletter	1 Per Year	2 Per Year	3 Per Year	4 Per Year	4 Per Year
Recognition as a partner in ANA-Michigan's publication	1 Per Year	1 Per Year	2 Per Year	3 Per Year	4 Per Year
Opportunity to submit an *educational article for ANA-Michigan digital journal publication		1 Issue	2 Issues	3 Issues	4 Issues
List educational events on ANA-Michigan's online calendar of events and in e-newsletter	X	X	X	X	X
Email blast to members			1 Per Year	2 Per Year	3 Per Year
Sliding banner ad on ANA-Michigan website home page			1 Month	2 Months	3 Months
Provide information webinar to ANA-Michigan membership				1 Per Year	2 Per Year
Company logo on ANA-Michigan's virtual background used during meetings.					X
<b>ANNUAL EVENT</b>					
Exhibit booth (in-person or virtual)		1 Per Year	1 Per Year	1 Per Year	2 Per Year
Recognition - verbal, signage, website, and break slides	X	X	X	X	X
Recognition on ANA-Michigan's social media pages				1 event	2 events
Conference sponsorship recognition - dedicated time to speak in front of conference attendees					X
Complimentary registration to conference		1	1	2	2
<b>PODCAST SPONSORSHIP</b>					
Sponsor mentions in podcast episodes			1 Per Year	2 Per Year	3 Per Year
Logo placement on podcast landing pages	X	X	X	X	X