



# HIGHWAY HYPODERMICS

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## From The Editors

### ***NOTORIETY FOR NEWSWORTHY ARTICLES***

BY EPSTEIN LARUE, RN, BS

Is there a nursing process that you have seen in hospital that really makes things function like a well-oiled machine? If you have a computer and an urge to write then you can definitely make some extra money merging these two. It is extremely easy. You can write about anything you know. You can even write about a hobby or about some new technique you have for keeping your home organized. There is even a market for short stories and poems.

After writing your article and having it proofread by someone, send copies of your writing to several magazines. For a quick poem or short article you can get from \$5 to \$500. For a full-length article, perhaps with photographs, you make anywhere from \$20 to \$3000. You have to pick the proper magazines. Obviously, Ladies' Home Journal isn't going to buy an article about malfunctioning forklifts, and Mechanic's Monthly doesn't want a cartoon about jewelry. The only requirements are to make sure your facts are accurate, and make sure your material is in your own words and ideas.

This can be done in two ways. Look at different magazine websites such as Nursing2004, Ladies Home Journal, True Stories, Good Housekeeping, etc... and find out what their needs are and

find out what types of articles they accept. You can find this information usually in "writing guidelines" section on their website.

Don't send out just one article and wait for a fat check. It doesn't happen that way. Instead, write, write, and write. Send twenty articles per week to twenty different publications. Keep sending them every week. Some of them will be purchased. After a while, you will become practiced at writing what publishers want to buy and you will build a credential. The author who can claim 300 published articles can command a higher price.

This writer has no problem writing after I get an idea, but sometimes the ideas are rare. I recommend carrying around a small notebook at all times and write your ideas as they come to you.

Don't worry about your writing style. If your information is interesting, timely or of value, the editors can fix misspellings and errors of punctuation, you can be a horrible storyteller, as long as your viewpoint is unique or your information is fresh. Non-fiction seems far easier to sell than fiction. Poetry is slow in the marketplace, but product reviews and technical presentations sell well to specialty magazines.

If possible, send each article you have written to only one publication at a time. If rejected, then send that

one to another, etc. This way, you avoid conflicts that could develop if two publishers try to buy it at approximately the same time.

Get a copy of the book, "Writers Market," or do your research from the copy at the Library. It is the definitive source of information about the publishers who will buy your articles. Not only does this book list over 4,000 buyers addresses and editor's names, but it also gives a description of exactly what type of material they want to buy.

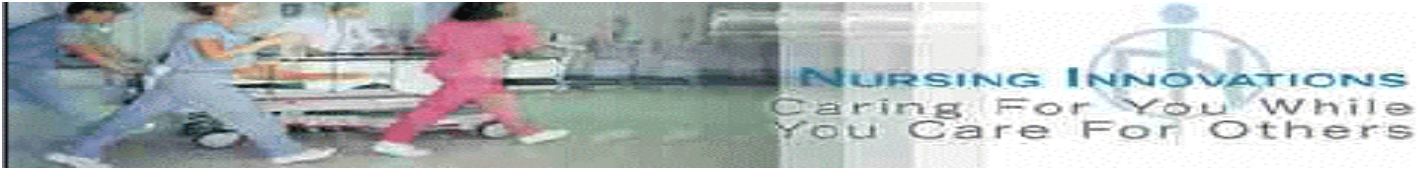
On the top of the first page should appear your name, address, phone number, social security number and the name of the article. The article name and your name should also be at the top of each subsequent page. Always send return packaging and postage with each submission.

Always do a follow up on your article. Right after you have sent the article in, do a follow up email or call to make sure that they received the article. Usually within four to six weeks you will receive some kind of letter on whether or not they are going to accept your article.

As you travel, take notes, write your adventures down, make some extra money and get some notoriety for being a nurse who wants to share the wealth of her knowledge!

# Company Spotlight

**NURSING INNOVATIONS**  
[WWW.NURSINGINNOVATIONS.COM](http://WWW.NURSINGINNOVATIONS.COM)



*As a listening and then act upon company. What if I am just having a tough day on the job, can I call just for "moral support?"*

Absolutely! In addition to our Recruiters being very accessible, we have a Nurse Advocate, Elizabeth David, RN, BSN. She was voted nurse of the year two years in a row at LeBonhuer Children's Hospital before she joined our staff. Elizabeth is the Florence Nightingale of NI. She is the kind of person you feel comfortable opening up to and she is available 24/7. Elizabeth is constantly sending out Birthday cards and other tokens of appreciation to our nurses. A lot of our nurses also think it's cool that I am so accessible. How many CEOs do you know that put their cell number on their business cards? I've worked many stressful shifts myself and completely relate to what our nurses experience.

*Nursing Innovations seems to have one of the most choices in insurance programs, but am I going to have to pay a lot for me and my family to be covered?*

The key word here is "pay". Our Insurance Rates are extremely competitive AND we typically pay a higher wage. Free Insurance doesn't really help if you're making significantly less per hour. I recommend you look at the entire package including Housing, Transportation, Pay and Benefits.

*Are you a small company or large company, and can I be expected to be treated as a name and not a number?*

More than a number, more than a name. We currently have less than 200 Travel Nurses on assignment with an office staff of 40. Every assignment is customized to meet your needs. Just say NO to cookie cutter deals. We have over a thousand assignments to choose from.

*I'm sick and tired of boring and humdrum assignments; will you help me find an assignment with some challenge that will maximize my nursing skills?*

We have sooooo many options. From Magnet Facilities to Visiting Nurse Assignments, you tell us what you are looking for and we listen then act.

*Why would I want to choose Nursing Innovations over any other company?*

You're the Boss. We work for you! We have a great reputation among nurses and hospitals for our honesty, integrity and hard work. We have a vibrant fun and exiting corporate culture that is infectious!

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# Hospital Happenings

## CENTRAL ARKANSAS VETERANS HEALTH

BY EPSTEIN LARUE

The Central Arkansas Veterans Healthcare System is just one of many hospitals that uses per diem and traveling nurses. This system includes general outpatient, assertive community treatment, domiciliary, complete vocational rehabilitation, acute patient, geropsychiatry, geriatric outreach, along with multidisciplinary programs for the treatment of PTSD and substance abuse.

One of the programs that really impressed me was also their program for homeless veterans. They take these people in, give them a home, give them an opportunity to train in some kind of trade and then assist them into becoming an employed and productive citizen of the community.

The Central Arkansas Veterans Healthcare System is based on two different campuses: The John L. McClellan Memorial Veterans Hospital and the Eugene J. Towbin Healthcare Center. The John L. McClellan Memorial Veterans Hospital, which was built on the UAMS campus in 1984, serves as a referral center for six states. The hospital includes inpatient units for Medicine, Neurology, Surgery, Orthopedics, NET, Neurosurgery, plus intensive care units for Surgery, Medicine, and Cardiology.

Practicing with the team concept of nursing, the nurses are there to help each other via teamwork. While one person is in charge of medications, another is in charge of treatments, and yet another is in charge of general patient care. This system takes a lot of coordination by the charge nurse or "team leader." The Center is well known for its high nursing standards of care.

The Eugene J. Towbin Hospital was built on the historic grounds of Fort Roots; the North Little Rock VA Hospital was constructed in 1982. The psychiatry service serves as a referral center for a six-state region. The hospital contains units designated for acute general psychiatry, PTSD, chemical dependency, chronic psychiatry, and rehabilitation. The North Little Rock VA also contains a comprehensive, specialized, multi-disciplinary, mental health clinic.

Patients at the Eugene J. Towbin Hospital have choices of participating in a wide variety of recreational activities including fishing, bowling, bingo, and table games like billiards and table soccer. They are also privileged to have a library, barber shop, canteen, and supply store all in the same building.

Therapies available at the facility include physical, occupational, kinesiological,

speech and recreational therapies. These therapists go the extra mile in getting the patient rehabilitated and functioning to their highest potential. Whether it's getting them stronger to walk or regaining balance and mobility. Veterans are making great strides!

What impressed me the most about their rehabilitative services was their educational experience. The nurses are constantly going to classes to learn more about how they can care for their patients better. As you walk down the hallways of the rehabilitative unit you will notice educational material posted on the wall for both patients and nurses. Education is number one at this facility.

Time is also taken in working with the families and the veterans. Learning what type of home situations the veterans have, and how the nurses can make the recovery best for the patient.

The Central Arkansas Veterans Healthcare Services serve veterans with pride and high nursing standards. One assignment that you won't forget!

# Company Spotlight

**ABETTA CARE**

[HTTP://WWW.ABETTACARE.COM/](http://www.abettacare.com/)

**Am I placed in a place that is just "whatever is open" or do you try to accommodate where I want to go?**

When Abetta-Care approaches housing for its travelers, it starts with a series of questions to find out specifically what things are important to the traveler when it comes to selecting housing. Things such as # bedrooms needed, type of furniture, house wares required, TV, Washer & Dryer in unit or on premises, Do they have pets, anyone traveling with them, floor preference, etc. are all asked of the healthcare traveler so we can get them exactly what they need. Then, we communicate all of this info to the housing department and ask them to find A-Rated Housing in a Safe Neighborhood (Verified with Police Departments) that meets the healthcare traveler's parameters. We usually provide the healthcare traveler with a couple of different options and ask him/her which one they will prefer.

**A lot of companies offer completion bonuses, but with Abetta Care, can I expect a bonus for extending my contract?**

Abetta-Care provides a flexible compensation package that can be structured in any way that makes sense to the healthcare traveler. In some locations, we offer year round bonuses and in others we offer it if it's important to the healthcare traveler. This would include extension bonuses as well. For example, some travelers prefer to get the most money in their pay rate and don't care about bonuses because they are taxed so heavily. Other



travelers may ask for an extra travel allowance to go home in between assignments if they are extending their contract in the same facility. The point is that we provide what's important to each individual person instead of a cookie cutter approach that does not work for everyone.

**At Abetta Care, can I expect to be treated as a number or do you spend time getting to know where I want to go in my nursing career?**

At Abetta-Care, our travelers are treated number 1. We pride ourselves on delivering personalized service not only through our words but rather through our actions. We spend time up front and we also do weekly follow up calls while they are on assignment. This way, we get to know each of them personally, asking them questions about their career goals, how the assignment is going, what they've learned about the area, what challenges they have had at the hospital, what successes they've had on their assignment, etc so we can really get a good understanding of what's important to that particular traveler. We like to work with people through the full life cycle of their healthcare career from Per Diem, to Travel to Direct Placement and be there for the person to service them whenever and wherever they need it. In essence, we strive for the traveler to view us as their Career Coach.

**I work at night, if I have problems at night or on the weekend, am I going to have trouble finding someone to assist me?**

At Abetta-Care, we always have someone on call so if there is a problem or question during off hours, a message can be left in the recruiter's voice mail and it will page whoever is on call for that evening or weekend. Response time will be quick.

**Why would I want to choose Abetta Care over some of the other travel healthcare traveler companies?**

The reasons are many, but here are just a few reasons: Personalized Service defined what the traveler tells us they need. Weekly follow up by a recruiter during the assignment with a guaranteed phone call or email to questions within 24 hours. Completely flexible and competitive compensation packages including a tax advantage program. Free housing and benefits along with career coaching services to meet your travel, per diem, or direct placements needs.

At Abetta Care we provide you with a Primary Point of Contact with a Secondary Backup Contact. No runaround to different departments and phone numbers for answers to common questions on payroll, benefits, housing, etc.

**For More Information Contact:**

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Resumes: [profiles@abettacare.com](mailto:profiles@abettacare.com)

# Destination Spotlight

## LITTLE ROCK, ARKANSAS

While you are in Little Rock there is plenty to do on your days off including their latest addition to the city, the William Jefferson Clinton Presidential Library, which is scheduled to open November 18<sup>th</sup>. Located in the downtown river market area, this expansive building is a shining beacon when looking east from Interstate 30. This library will house an 80-seat theater, an oval office, cabinet room, a multipurpose Great Hall for receptions, and an Indoor-Outdoor Café that overlooks the Arkansas River.

Within minutes of the library is also the Old State House Museum, the site of the announcement that William Jefferson Clinton would run for President of the United States, and where he later celebrated election night victories in 1992 and 1996. The Old State House was the capitol building of the state of Arkansas for seventy-five years, and houses many unique museum pieces that reflect the governments of the state of Arkansas.

Col. Ebenezer Walters as a wedding gift for his bride, Mary Eliza Starbuck, built the Curran Hall in 1842 but in 1849 a young lawyer, James Moore Curran, purchased it. In 1996 it was saved from destruction and soon became the Little Rock Visitor Information Center, which was opened in May of 2002. This house is well known for its roses, native flowers, exotic shrubbery, vines, fruits, and berries. You can also find a wide variety of Southern trees and shrubs.

The magnificently designed antebellum house comes to life in the summer with striking colors.

Also located downtown is the MacArthur Military Museum. The Tower Building that houses the museum was built in the 1840s is also the birthplace of General Douglas MacArthur. Exhibits feature artifacts, photographs, weapons, documents, uniforms and other military items to vividly portray Arkansas's military history, at home and abroad.

After Arkansas seceded from the Union in May 1861, Confederate forces used the arsenal to store ammunition and weapons until it was captured by the Union in 1863. After that it was used to house troops until it closed in 1890. Previous to the closure, in 1880 Captain Arthur MacArthur and his wife raised their family there, including Douglas MacArthur, whom would later become a General of the United States Army, battling in World War II.

Later in 1892, the government traded the property to the City of Little Rock for 1,000 acres in North Little Rock, on which Fort Roots was built and later turned into the Eugene J. Towbin Healthcare Center. One of the conditions of sale was that the Tower Building site would remain dedicated to the use and purposes of a civic park.

In 1911, the park was used as a reunion point for more than 10,000 Civil War veterans. Those attending the United Confederate Veterans Reunion also witnessed the revealing of the Capital Guards monument, which was dedicated to

the military personal who fought to save the Arsenal in 1863.

The Tower Building housed the Museum of Natural History and Antiquities from 1942 until 1997. After another renovation, it opened in May 2001 as the MacArthur Museum of Arkansas Military History and houses many educational opportunities.

Next our tour of downtown Little Rock will take us to the corner of Daisy L. Gatson Bates Drive and Park Street where crisis struck on the morning of September 23, 1957 as nine African-American high school students made their way up the steps to Central High School.

As the students arrived, they faced an angry mob protesting the integration of Central High. As the students were escorted in by the police the violence greatly increased, and the "Little Rock Nine" were removed from the school. The next day they were escorted into the school building by 1200 members of the 101<sup>st</sup> Airborne Division from Fort Campbell on order of President Eisenhower.

This turned out to be one of the first important tests for the desegregation of schools as ordered by the U. S. Supreme Court in Brown -vs- The Board Of Education of Topeka in 1954. Placed on the National Register of Historic places in 1997, it further was listed as a National Historical Landmark in 1982, and in 1998 the Little Rock Central High School was selected a component of the National Park Service.

For a great place to eat you might want to try the Cajun's Wharf located at 2400 Cantrell Road, it is the best place for rural atmosphere with a contemporary appearance. The seafood is second to none in Little Rock, as it bites the end of your tongue from the Cajun spices. As suggested by a review, we tried an appetizer of fried crawfish with mouth-watering horseradish sauce and the Maine lobster with grilled asparagus. These two truly are some of the best Cajun dishes outside of New Orleans!

Another great place to eat is located in North Little Rock near the McCain Boulevard. It's a steak place called the Roadhouse Grill. While waiting for your food, you can munch on peanuts in the shell, and don't worry about making a mess on the floor! The spinach and artichoke dip was piping hot and melted in your mouth. The steaks were so tender that a knife was scarcely needed.

I was truly impressed with the customer service, because everything wasn't right with our order, but the manager promptly corrected the situation and didn't charge us for that item. Great atmosphere and great service makes this place a definite place to eat while in the Little Rock area.

Don't forget to go shopping after you eat there! The McCain Mall is only about a mile down the Jacksonville Road from the I-40 turn off, and right across the street from the Roadhouse Grill. The McCain Mall houses over 80 stores including: Dillard's, Sears, M. M. Cohn, Bath & Body Works, J. C. Penney, GAP, and Old Navy. Regular hours are 10:00 - 9:00

Monday through Saturday and 12:30 - 6:00 on Sunday.

Downtown shopping can be done at the River Market. Although the original cornerstone River Market was only one building, the "District" now extends several blocks to the William Jefferson Clinton Presidential Library. In this shopping district, you will find several blocks of specialty shops, restaurants, lounges, bars and grills.

The Ottenheimer Market Hall has over seventeen stores, which provide a wide variety of specialty foods including pastries, barbeque, gourmet foods, hand-roasted coffee, and other specialty coffee drinks. Ethnic foods that can be found include: Authentic Mexican, Mid-Eastern cuisine, Central European cuisine, and Japanese delights. Other things you will find include Cajun spices, fresh fish, and Creole dishes or treat yourself to a delicacy of gourmet chocolates.

For a fun time on a small golf course you might want to try Emerald Park near the Towbin V.A. Healthcare Center. Although it is only a nine-hole course, these nine holes will provide plenty of challenge with the tight tree lined fairways. Hole number two is an impressive par three that has a valley from tee to green, a definite challenge in yardage control. My "favorite" hole has to be number four. It sports a short fairway that starts with a great valley and ends with a dogleg to the left. Hole number five takes you down a small hill then doglegs to the right with a green that is several yards below. The other great challenge is hole number eight, a par five that goes down in elevation then

up, with the hole nestled between some trees.

The other public golf course nearby is Burns Park, which supports thirty-six holes of challenging fun. The Championship course is more of a because of the tight tree-lined fairways. A fun hole is number eleven that features a tee shot over water with a creek lining the left side, and then a dogleg left up the hill. Hole number thirteen is a breath taking par three that takes you down in elevation about fifty yards. The only thing to remember when playing this course is don't bring your good shoes, the drainage on this course is not the best leaving several unplanned water hazards.

The Tournament Course starts out with wide-open fairways that tighten up as you make your way through the course. Although the greens give you plenty of area to shoot for, once you get there they are fast and furious. With water hazards coming into play on fourteen of the eighteen holes, don't forget to bring your ball retriever. Hole number five is a long par five that presents an uphill dogleg left fairway that provides a magnificent view of the Arkansas River. The back nine presents more challenging holes of golf that wind up and down several valleys and hills. A definite play for the beginning to intermediate player.

Whether it's golf, shopping, restaurants, or going back in time. Little Rock, Arkansas offers a great travel experience!

# Humor Of The Month

## THANKSGIVING ONE-LINERS

*What key has legs and can't open doors?*

A Turkey.

*What did the mother turkey say to her disobedient children?*

If your father could see you now, he'd turn over in his gravy!

*If April showers bring May flowers, what do May flowers bring?*

Pilgrims!

*Why did the turkey cross the road?*

It was the chicken's day off.

*If the Pilgrims were alive today, what would they be most famous for?*

Their AGE

*Why can't you take a turkey to church?*

Because they use such FOWL language

*What are the feathers on a turkey's wings called?*

Turkey feathers

*What's the best dance to do on Thanksgiving?*

The turkey trot

*Can a turkey jump higher than the Empire State Building?*

Yes - a building can't jump at all

*How did the Mayflower show that it liked America?*

It hugged the shore

*What do you get when you cross a turkey with an octopus?*

Enough drumsticks for Thanksgiving

*How can you make a turkey float?*

You need 2 scoops of ice cream, some root beer, and a turkey

*What kind of music did the Pilgrims like?*

Plymouth Rock

*Which side of the turkey has the most feathers?*

The outside

*Why did they let the turkey join the band?*

Because he had the drumsticks

*Why did the police arrest the turkey?*

They suspected it of fowl play

*What's the key to a great Thanksgiving dinner?*

The turKEY

*What did the turkey say before it was roasted?*

Boy! I'm stuffed!

*Where did the first corn come from?*

The stalk brought it

*Why did the Indian chief wear so many feathers?*

To keep his wigwam

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Epstein LaRue, Owner and Chief Executive of Highway Hypodermics

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