



OPERATION SCRUBS™ MARKETING

OPPORTUNITY / 2019



Founded by Pamela Nye, a retired clinical nurse, Operation Scrubs™ was created to provide innovative continuing nurse education.

Today, Pam is the founder/CEO of Neuroscience Nursing, Inc., founder/CEO/Board Chair of Operation Scrubs Inc. (a California non-profit/tax exempt nurse education provider), and Assistant Professor at UCLA School of Nursing.

Pam's passion and desire throughout her 4-decade nursing career was, and continues to be, her desire to help nurses further their education.

Evident by her "See a Nurse? Thank a Nurse!" Challenge program, Pam's also known and respected for her commitment to public awareness efforts identifying nurses as the "Unsung Heroes of Healthcare!"

Event Details:

- May 6, 2019
- FantaSea One yacht – Marina del Rey, CA
- Full-day symposium for 174 nurses

VENUE



FantaSea One
Marina del Rey, CA
May 6, 2019



VENUE



EVENT AGENDA



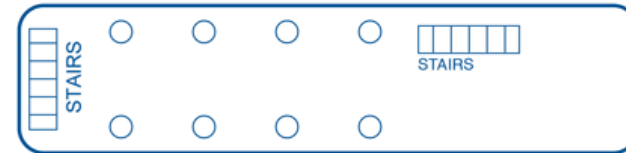
Run of Show

- 7:00am Arrivals/Check-in
Exhibitor Floor (Main Salon)
- 8:00am Sessions Begin (Deck Two)
- 11:50am Lunch Break (Deck Three)
- 12:30pm Sessions Resume (Deck Two)
- 5:00pm Exhibitor Floor (Main Salon)
- 5:30pm Cocktails/Hors d'oeuvres
(Deck Three)
- 6:00pm Sunset Harbor Cruise w/Dinner
- 8:30pm Swag Gifts/Dock/Departure

FantaSea One

- Quad-Level Luxury Yacht (125 Feet)
- Accommodates up to 300 Guests

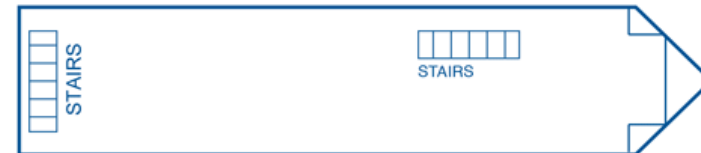
Sky Deck



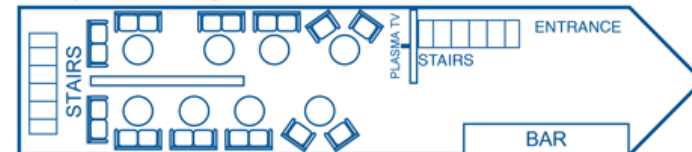
Party Deck



Admiral's Dining Room



Captain's Lounge



Not to scale.

2019 SPONSORSHIP



CB served as a key sponsor with a prominent on-site presence by:

- Engaging with nurses and disseminating information about our scholarships, the Daisy Foundation, and more.
- Featuring the founder and event in Scrubsmag.com
- Displaying product on mannequins
- Providing welcome swag bag to 100+ attendees
- Conducting product giveaways



SWAG BAG



Upon arrival, guests received branded tote bags and items from Cherokee, Dickies and HeartSoul.

Items included: coffee tumbler, nurse tool pouch, cosmetic bag, mobile phone grip, scrubs laundry bag, and Nurseonality tees.



BRAND REPRESENTATION



Mannequins featuring scrubs collections from Cherokee, Dickies and Heartsoul were placed in the exhibitor area of the yacht to showcase CB products.



CONSUMER ENGAGEMENT



CB created a custom do-it-yourself photo booth experience whereby guests take pictures in front of a green screen that yielded a multi-branded backdrop on the printed images.

Images could also be uploaded to the guests social media accounts.



ADVERTISING



EN ESPAÑOL



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#StopNurseBullying

DAISY Honoree Search

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Advertising

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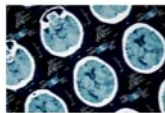
FEATURED ARTICLES



Practical Nurse Files Lawsuit Against Doctor for Alleged Sexual...

Suing Your Boss: Taking Action Against Sexual Assault A licensed practical nurse, known only as Jane Doe to keep her identity

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Brain Injury Awareness Month: CTE and the Dangers of Playing F...

How Football Can Lead to Brain Injury Even Without a Concussion It's Brain Injury Awareness Month, so we're taking this opportunity to talk

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Spilling Pills on the Job: How One Mistake Led to Disciplinary Ac...

What to Do When You Spill or Drop Pills on the Job Last week, the Delaware Supreme Court sided with the state's board of nursing when

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An Exclusive Interview with Noelia Pena, A Nurse Who Voted Y...

Over 10,000 nurses from the New York City area, including Montefiore Medical Center, New York Presbyterian Hospital and

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Owned by CB, Scrubsmag.com is a vehicle for brand and partnership promotions, and latest trends in fashion, nursing, beauty, etc.

Circulation: 900,000

Available in Spanish

Operation: Scrubs support to include:

- On-site blogger
- Live video stream
- Homepage takeover
- Feature article on Pamela Nye

PRESS COVERAGE



Operation:Scrubs Stroke Nurse Symposium & Celebration



Earn 8.5 CNE credits and celebrate Nurse's Day aboard the FantaSea yacht.

Created by former UCLA professor Pamela Jane Nye, Operation:Scrubs combines an accredited curriculum with a cruise and celebration to honor nurses who care for stroke patients.

May 6, 2019
FantaSea One Yacht, Dock 52
13552 Fiji Way, Marina Del Rey, CA 90292
Boarding begins 7 a.m., program starts 8 a.m.

Includes tuition and materials, 8.5 hours CE credit, meals, hosted sunset reception and gourmet dinner, DJ entertainment, and swag gifts.

Save up to 90% with Cherokee Scrubs scholarship rates: **\$49 Individual** or **\$29 Group** (4+ nurses from the same hospital). Regular rate \$299.

- To sign up:
1. Visit operationscrubs.org
 2. Click on REGISTER NOW button
 3. Enter Individual Registration Code **cherokeescholarship49**
 4. From the menu, indicate "I" person registration
 5. Click the REGISTRATION button and complete the form

For Group registration, call Operation:Scrubs at 800.627.6156, ext. 802.

Visit operationscrubs.org for info or to sign up now.



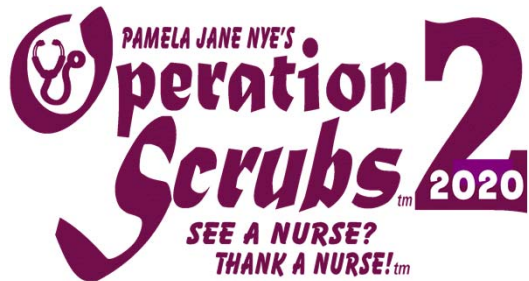
Operation: Scrubs coverage pre- and post-event, including an announcement article and advertorial, interview with founder Pam Nye, and recap article.

"Operation:Scrubs Stroke Nurse Symposium and Celebration" (April 15, 2019)

"Operation:Scrubs Brings CNE to the High Seas" (April 29, 2019)

"Pamela Jean Nye: "Nurses shouldn't be second-class citizens in health care." (May 7, 2019)

Operation:Scrubs Symposium Offers Education, Recognition, Freebies, and Fun (May 9, 2019)



WHO WE ARE and WHAT WE DO

- Operation Scrubs, Inc. (OSI) is a California tax-exempt/non-profit nurse education provider and public image awareness organization. Its mission is "Educating, Honoring, Thanking and Promoting Nurses: *'The Unsung Heroes of Healthcare!'*"
- OSI's founder, CEO, and Board Chair is Pamela Jane Nye, RN, MS, CAN-BC, CNRN, SCRN, ENLS, and Associate Professor at the UCLA School of Nursing.
- Mission accomplishment through:
 - ✓ Operation Scrubs™ Symposia/Seminars providing continuing nurse education (nursing license requirement is most states) PLUS year-round accredited "no fee" national/international "live" and on-demand webcasts/webinars
 - ✓ May 12th "Nightingale" (Annually birthday celebration of nurse Florence Nightingale -- creator of modern-day nursing care standards and her war-time live-saving care commitment for wounded military soldiers)
 - ✓ *See-a-Nurse? Thank-a-Nurse!™ Challenge* (year-round International nurse scholarship fundraising)
 - ✓ Provide Nursing Education Scholarships (helps nurses pursue advanced nursing education degrees)
 - ✓ Public Appearances/Announcements (educate/promote/advocate positive nurse image awareness)
 - ✓ News Media Releases (year-round distribution to primary service, mission support demographics)
- Our Primary Service Demographics:
 - ✓ 6,146 Hospitals
 - ✓ 3.3 Million Licensed Nurses
- Our Primary Mission-Support Demographics:
 - ✓ Healthcare/Pharmaceutical Companies (sponsorship and grants)
 - ✓ Healthcare education-concerned organizations/foundations (sponsorship and grants)
 - ✓ General adult public contributions through support-sponsored publicity and *Go-Fund-Me* type crowd-funding ...

OPERATION SCRUBS /2020



- [Operation Scrubs](#)' 2-day event begins with a day of continuing nurse education and symposium hospitality mixer. Day-2 includes a combined nurse pamper morning and a *NightinGala* evening celebration to honor Florence Nightingale's 200th birthday, all nurses, and a sunset/harbor dinner cruise. Both days include "no-fee" streaming live/video-on-demand symposium webcasts accessible by America's 6,000 hospitals, and [3.3 million](#)¹ nurses and [6,146](#)² hospitals.
- Immediate worldwide media attention with Operation Scrubs "no-fee" policy for continuing education symposiums and webcasts. Policy begins with 2020 invitations to 120* nurses, i.e., 64 local "*Nurse-helping Nurses*" (NHN) volunteers + 56 V.A. Hospital Nurses (1 per State, DC and U.S. territory). NHN volunteers provide in-home lodging, airport pick-up/return transport and chaperon accompaniment at the event Symposium, NightinGala and related activities.
- [Pamela Jane Nye](#) / CB spokesperson [Kelley Johnson](#) are participating as a symposium segment presenters, event webcast and *NightinGala* co-hosts. R.C. "Chuck" [Foster](#) is responsible for event operations/logistics/media relations and webcast production.
- Other 2020 highlights include: [Careismatic Brands](#) ownership of the *Pamela Jane Nye Operation Scrubs Nurse Symposium and Celebration event*, *Operation Scrubs*[™] and *See a Nurse? Thank a Nurse!*[™] trademarks; also appointment of CEO/Michael Singer as Director/Board Co-Chair of the Operation Scrubs, Inc. [nonprofit](#) organization.

(*) Additional reasons for limiting symposium attendance to 120 nurses include aboard-ship space restrictions impacted by webcast production, exhibits, also attending news media, sponsors and invited VIP guests.

1. [American Hospital Association](#) (Total U.S. Hospitals)
2. [DataUSA](#) (Total Nurses/USA)



WORLDWIDE MEDIA ATTENTION / 2019



As a sampling below indicates, the 2019 Operation:Scrubs' inaugural/pilot event repeatedly received positive worldwide multi-media news exposure, e.g. –

- [Changing The Symposium Game: Highlands Resident Pamela Nye Breaks the Mold](#)
- [Maverick Nurse Takes Caring to New Level - Uses Retirement Savings to Book Mega Yacht for National Nurses Day Symposium](#)
- [Operation:Scrubs Boss Nurse Says “No” ... Breaks Industry Tradition With “FantaSea One” Mega Yacht Booking for Inaugural Nurses Day Symposium](#)
- [Acclaimed USC Top Doc Says "Yes" to Operation:Scrubs Keynote Speaker Invite](#)
- [Strategic Partners, Inc. Back Operation:Scrubs' Innovative Approach to Continuing Nurse Education and Nurse Image Reform](#)
- [TCL Joins Operation:Scrubs Innovative Nursing Education Commitment and Nationwide See a Nurse? Thank a Nurse! Challenge](#)
- [“It's Amazing What You Can Still Accomplish With Only Half-A-Brain”](#)
- [Small-Town Girl Becomes National Nurse Advocate](#)

Or, using quotation marks, also [Google](#) the words: “Jane Nye Nye” ...



THANK YOU

