



KEYNOTES

A publication of Southeastern Directors of Volunteer Services in Healthcare Organizations

DECEMBER 2011

Serving Volunteer Administrators,
Gift Shop Managers, Volunteers
& Auxiliaries



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A Message from the President, Dolly Anderson



As we begin our holiday season, I find myself reflecting on the past few months and wondering what is in store for us in the New Year? Since our Summer SDVSHO Board Meeting, we have been **Redefining** our strategic plan, **Renewing** our commitment to our membership and **Rejoicing** in the fact that in 2013 our organization will be celebrating 20 years of providing leadership and education to our members!

These are just a few of the **“Leadership R & R’s”** you’ll experience at our

conference, which will be held in **Myrtle Beach April 22 to 24, 2012**. The countdown to conference time is upon us! Our Education Committee, the South Carolina DVS and Auxiliary groups and your SDVSHO Board is prepared to provide you with speakers, sessions and panel discussions to **“Reinvigorate, Rejuvenate, and Reeducate”** you. In early January, you’ll receive a copy of our conference brochure with registration, agenda details and hotel information. By March 1st, you’ll need to have registered for the conference and by March 30th, your hotel reservations will need to be made. In less than five months, we’ll be in Myrtle

Beach and experiencing motivational speakers along with a Vendor Show that will be fun and **Rewarding** and maybe you can throw in a little time to **Relax**. With increased costs presenting challenges to make this conference affordable to all, we are always looking for sponsors. If you know a vendor who we should contact to consider sponsorship, please be sure to let me know at dolly.anderson@bhsi.com.

I know this is a busy time of year, but I wish for each of you, the time to enjoy the simple pleasures of this holiday season!

A Message from the VP of Long Rang Planning/President Elect



SDVSHO has begun a comprehensive strategic planning process looking at every aspect of the organization – from our name and purpose to our structure and services. At the November Board meeting the Board moved to adopt Mission and Vision statements. We also evaluated our current strengths, weaknesses, opportunities and external threats. This SWOT analysis helped to clarify where we are as well as a glimpse of the

future direction of the organization.

The SWOT combined with additional surveys and focus groups will be used to establish goals and strategies to support the organizational pillars of:

- Solid Financial Condition
- Superior Customer Focus
- Impactful Educational and Development
- Excellent Operational and Board Processes

The drafted Mission, Vision and Values statements will be published in the next newsletter for your review, discussion and vote at the

annual membership meeting at the Myrtle Beach Conference.

Clearly, you the members of this organization, are integral in this process. As previously mentioned, we will be holding sessions, or focus groups, at the Myrtle Beach conference to get your input about how this organization can serve you better. But, you don’t need to wait, feel free to contact me now with your thoughts and vision. Just contact Jenelen Dulemba at jenelen.dulemba@stelizabeth.com.



A Message from the VP of Education, Rob Herndon, Jr.

Grand Time in the Grand Strand!

Planning for the 19th Annual SDVSHO Leadership conference is in full swing.

We are pleased to share some of the highlights with you below. Please remember that the schedule is subject to

change and additional presenters are still being scheduled. Keep an eye out for your invitation and registration materials to be mailed to all SDVSHO members after the first of the year. **Save the dates: April 22-24, 2012.** You won't want to miss it!



The conference will begin on **Sunday, April 22, 2012** with the registration opening at 10:00am. There will be three concurrent sessions of workshops throughout the afternoon. Session topics may include how to add create-it-yourself videos to your volunteer training, updates on HCAHPS, personal finance and training your organization's staff to work with volunteers. There may also be software user group meetings, sessions discussing volunteer involvement in wellness programs, how to start a professional floral shop and upgrading your retail operations.

On Sunday evening we will officially open the conference with our opening flag ceremony, dinner & DVS Award presentation. Keynote Speaker for the evening is Tom McKee, addressing "*The New Breed—Volunteers in the 21st Century*"



Tom McKee

Tom McKee is president and owner of Volunteer Power, a leadership development firm specializing in volunteerism. He has over 40 years of experience in volunteer leadership and trained over 100,000 leaders on how to manage the chaos of change in an organization. His books include *They Don't Play Music Anymore - How to Plan Your Future When The World Keeps Changing* and *How to Make the Team Work - A Leadership Training Manual for New Managers*. For more details, visit www.VolunteerPower.com.

The first full day of the conference, **Monday, April 23rd**, will focus on retail opportunities with the Vendor Show and Sale as our big event. First, however, we start the day with a good breakfast and an opening session. Mary Liz Curtin will inspire us all with a talk on "Branding Your Own Personality."



Mary Liz Curtin

Mary Liz Curtin is passionate about independent retail. Her knowledge of all aspects of the gift, craft and home industries gives her a unique point of view, encompassing the needs of retailers, vendors and sales representatives. With over 35 years of hands-on experience in the gift and home industries, Mary Liz is an internationally acknowledged expert in independent retail and has advised numerous manufacturers on marketing, sales and management issues with her unique brand of Sales and Marketing Therapy.

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A Message from the VP of Membership & Website Coordinator, Jamine Hamner

We have created some new software forums on our SDVSHO website!

We have created user forum for Volgistics, Vsys One, VolTrak, or Volunteer Reporter. If you use one of these products, or if you are thinking about becoming a user than this forum is for you! We have created these so you can ask questions and share ideas with fellow software users.

Head on over to www.sdvsho.com and click on the link in the left hand column.

You must be a member of SDVSHO and sign in to the

website to create "Topics" (questions) or to comment on someone else's topic.

Search the forums with keywords to see if your topic already exists. If it does, you can click Create Comment to add additional information. If it does not, click the Create Topic button below to begin your question to your peers. (you must be logged in to create topics or comments).

Also, please subscribe to this forum so you

can received email notifications when new items have been added.

See you there!!



The membership right now is as follows:

- 230 Active Members
- 62 members whose renewal is overdue
- 42 members who renewal is more than 90 days overdue
- 14 have renewed their membership, and we are awaiting payment 10 are new members and we are awaiting payment.

Our organization depends on you! Please talk to your peers about the benefits of belonging to SDVSHO and encourage them to join us.

Please check the website and make sure your membership is up to date. If your renewal is overdue and you do not remember getting any email reminders to renew, please follow up with your I.T. department and ask them to "white list" the following email: admin@sdvsho.com <<mailto:admin@sdvsho.com>>

If you wish to renew your membership, please following these instructions:

1. Follow the log in instructions above.
2. Click on "Edit Profile"
3. Click o"Renew"
4. Check your profile to be sure information is correct and make any necessary changes.
5. You will be given a choice to pay online, or pay manually. If you choose to pay manually, an invoice will be emailed to you which you can submit to your organization for payment.

Everyone should check your profile to be sure you are subscribed to our emails:

1. Go to our website at www.sdvsho.com <<http://www.sdvsho.com/>>
2. Log in to the system: Your username is your email address, your password should be sdvsho.
3. Click on "Edit Profile"
4. Click on "Email Subscriptions"
5. Make sure you are subscribed to all the different email options.



State Representative

Gay Davis, CDVS
205-333-4993
gdavis@dehsystem.com

The ASDVS Conference is scheduled for February 29– March 2, 2012 in Orange Beach, AL. Anyone wishing additional information, please contact Jamie Weeks at jweeks@samc.org or Belinda Baggett at bbaggett@usouthal.edu

Alabama, The Beautiful

The annual Alabama Council of Hospital Auxiliaries was held October 23-26 at the Winfrey Hotel in Birmingham. This is always a great opportunity for volunteers to gather to share information and to become revitalized in their volunteer efforts. Our Alabama Council of Hospital Auxiliaries Chairman, Billie Simpson, is seeking new members to join the ACHA board. Serving on the ACHA can challenge your volunteers to use their leadership talents, push them to learn new organizational skills and help them develop confidence and self esteem. Your volunteers will also have the opportunity to share their knowledge and insights with auxiliaries all over the state to help them become more productive and successful. It allows your volunteers to work

with some very talented and dedicated individuals who share a common goal which is to promote and support the member auxiliaries. If you have a volunteer that you feel would be willing and able to serve on the ACHA Board, please contact Billie Simpson at billie743@charter.net. **Coosa Valley Medical Center** Auxiliary contributed \$46,000 to their hospital where a portion of the donation was used to remodel their nursing home. **Trinity Medical Center** held a retirement tea for Ethelyn Staughter who has served over 44 years and volunteered over 18,650 hours! **Fayette Medical Center** Volunteer Coordinator, Susan Hood, received the Employee Excellence Award! **Walker Baptist Medical Center** went on a field trip! A charter bus took them

from the hospital to Tusculumbia where they toured Ivy Green, the birthplace and home of Helen Keller. They had BBQ at Spring Park overlooking a spectacular waterfall and Native American statuary. They shopped in historic downtown Tusculumbia and toured the Alabama Music Hall of Fame learning the significant musical heritage of the State of Alabama. Helen Keller Hospital Auxiliary purchased four sets of scales for their hospital. These great news items and many others from around the state can be read in "The Communicator" published and distributed by the Alabama Council of Hospital Auxiliaries. Thanks for the great newsletter!



State Representative

Becky Rose
870-508-1295

Arkansas, The Natural State

The Arkansas Society for Directors of Volunteers Services recently elected new officers for 2011-12. Becky Rose, CVM, Director of Volunteer Services at Baxter Regional Medical Center was installed as President; Jim Gibbons, CVM, Director of Volunteer Services at Baptist Health – Little Rock-President Elect; and Leslie Hanks, Director of Volunteer Services at Conway Regional - Secretary. At our Fall Meeting, Susan Rima, CDVS, Director of Volunteer Services at St. Joseph's Mercy Health Center in Hot Springs, & Certification Chair for SDVSHO presented information to the attendees on how to become a certified DVS.

The Arkansas Hospitals Auxiliary Association State Convention was held in Little Rock October 5th through 7th where Lynn Smith was installed as President & Sharon Huffmire as President Elect for 2011-2012. Lynn represents Medical Center of South Arkansas in El Dorado and Sharon represents Baxter Regional Medical Center in Mountain Home. Over 7, 000 volunteers representing over 61 Arkansas hospital auxiliaries volunteered 1,138,941 hours and donated \$3,590,279.00 back to their hospitals in 2010. That is remarkable!



Florida, Sunshine State

No report available at time of publication.

State Representative
Joanne Webster
941-745-6951
Joanne.webster@mmhhs.com



Georgia, Georgia On My Mind

On June 23, 2011 the PFHA held its annual spring luncheon at Flat Creek Country Club in Peachtree City. President Joan Ingram presented Darrell Cutts, President and CEO of Piedmont Fayette Hospital with a check for \$100,084.59 as part of the Auxiliary gift to Piedmont Fayette Hospital. The luncheon was attended by 180 volunteers and guests. Darrell Cutts, President and CEO of Piedmont Fayette Hospital, installed the new officers: Bob Atkins, President; Maggie Napoli, president elect; Joanne Baltimore, Vice President; Connie Duyser, Recording Secretary; Ann Chappell, Membership Secretary; Bob Napoli, Treasurer; Adele Andrews, Revenue Officer; and Tom Waller and Sherman Spencer, Directors at Large.

State Representative
Amy Astin
706-509-5109
aastin@floyd.org

The Level 3 Neonatal Intensive Care Unit (NICU) in maternity is now in operation at Piedmont Fayette Hospital. Last year the Auxiliary gave a gift of a Giraffe unit for NICU that provides a comfortable, consistent, and controlled thermal environment for the babies. The Level 3 NICU will need five Giraffes, currently they have three. At the Auxiliary board meeting in August, current President, Bob Atkins, suggested the Auxiliary commit another Giraffe gift for NICU. The Executive Board agreed and the Auxiliary will be gifting another Giraffe to the NICU this year.

Current President Bob Atkins stated in his first newsletter, "I am proud and honored to serve in this capacity. "Make A Difference" is my theme for this year. Volunteers make a difference by caring and assisting everyone that visits our Hospital."

Mark your calendar - SDVSHO Conference Myrtle Beach, SC



Kentucky, Unbridled Spirit

The Kentucky Society of Directors of Volunteer Services hosted a fall educational conference in November in Lexington . A nationally known speaker, Tom McKee, gave a full day interactive presentation regarding “The New Breed of Volunteers”. This was an excellent subject for all members, both seasoned and new DVS’s, to hear and discuss. Mr. McKee will be joining us at our SDVSHO Conference in Myrtle Beach in April. He is a “must” session to attend. He brings a total new view of the volunteers that we are seeing in our hospitals now and how we can work with them to make our programs successful and the best for our patients, visitors, and staff. In addition, a networking session was held that produced many original and innovative ideas to help us with our volunteer programs. This included teen, adult , and college volunteer issues and ideas.

State Representative
Bonnie Thornton
859-323-6023
bthor2@uky.edu

Also, recruiting, retaining and Joint Commission concerns were discussed.

All in all , the KSDVS educational conference was extremely productive and informative. In addition, I presented information about SDVSHO in hopes of gaining new members or having others re-new their membership. I gave information about SDVSHO benefits such as our web-page, networking, Gift Shop Manager education initiatives and of course the SDVSHO Conference in Myrtle Beach in April. Happy Holidays to all



Louisiana, Fall In Love with Louisiana All Over Again

No report at the time of publication.

State Representative
Laurie Manley
985-649-8531
ManleyL@smhplus.org



Maryland, Maryland of Opportunities

The Maryland Healthcare Directors of Volunteer Services met at Union Hospital of Cecil County in Elkton, Maryland on September 30, 2011 with eight of our members present. Laurie Beyer, CFO shared information on the Maryland Reimbursement System for Patient Care Services. She explained how reimbursement will be tied to patient satisfaction scores. Laurie shared the key role that volunteers play in securing our patient satisfaction goals and how valuable volunteer departments are in today’s healthcare system.

State Representative
Jean Moran
410-392-7019
jmoran@uhcc.com

During our meeting there was much discussion on immunization requirements in our facilities with PPDs in some sites required yearly while others only required the test at the start of a volunteer’s service. Flu shots are mandatory in most of the hospital but some just strongly encourage them. Some do not mandate flu shots at all. Criminal background checks are required by all and some go into more depth than others.

Value Based Purchasing and the Patient Experience results from surveys taken show areas from physicians to nursing from pain management to call lights and even the out patient experience are rated by your customers. Facilities have these values as part of their fiscal year goals and the volunteer directors can play a key role in assisting their facility reach these goals. MDHDVS is looking at the frequency and location of their meetings and this will be an agenda item at their November Meeting.

SDVSHO information on the conference and membership was shared and Susan Kern was recognized by the group upon receiving Certification from the SDVSHO. Way to go Susan. I have recently returned from the SDVSHO Fall Board Meeting at the Greenbrier in West Virginia. I will soon be sharing the topics covered at the board meeting with the Maryland Directors. It will not be long before the Maryland organization will begin plans for the 2013 Conference in Baltimore. Our Barb Hoey from Union Memorial who is currently the assistant VP of Education will be looking to the MDHDVS group for support in making the 2013 conference a success.



State Representative
Carla Enis
662-377-3131
Carla.enis@nmhs.net

It's hard to believe the holidays are here! This has been a busy year in Mississippi. At a recent board meeting of the Mississippi Hospital Association the board agreed to pay SDVSHO membership for the State Auxiliary Leader. Welcome to Karol Knowles from Tallahatchie General Hospital. Knowles is the President of the MHA Society for Hospital Auxiliaries and Volunteer Services and is our State Auxiliary Leader.

The Mississippi Hospital Association has offered the use of their facilities in Madison for a meeting/conference of all Mississippi directors of volunteer services. Attendees would not need to be members of MHA, all would be welcome to attend. This would be Mississippi's first state meeting in many years. Please send your input to me about a possible spring meeting to cenis@nmhs.net or call me at 662-377-3131. This would be a wonderful opportunity to get to know each other, network, and share ideas. Please let me know your thoughts. I need to know if there is enough interest to proceed.

Mississippi, Feels Like Coming Home

Mississippi State Hospital Volunteer Services is getting ready for the busy holiday season, during which almost 2,000 volunteers from all over the state visit the hospital's more than 1,000 patients and residents. The holiday season officially began at the hospital during the first weekend of November, when the first of many church, community, and family groups visited to provide holiday parties for those spending the season at the hospital. During the months of November and December, Volunteer Services staff members will greet every single group that visits the hospital and thank them for their dedication and service. They also stay busy with their own jobs of soliciting and tracking donations and preparing them to be delivered to patients and residents. Community volunteers work with staff to help prepare 1,000 fruit and candy bags that will be delivered to the patients, along with shopping for and preparing personalized gift bags that will be delivered on "Santa Day," when about 35 community leaders visit the hospital to play the part of Santa and make Christmas a special day for everyone on the MSH campus.



North MS Medical Center- Clara Jagers of Pontotoc has been honored as North Mississippi Medical Center's Volunteer of the Year for 2011-2012.

Jagers was recognized during NMMC's Volunteer Awards Luncheon held Oct. 28. She will also be honored Dec. 1 along with other Volunteers of the Year from across the state at the Mississippi Hospital Association Society for Hospital Auxiliaries and Volunteer Services meeting in Jackson. Mary Moses of Saltillo was named a Mississippi Business Journal Healthcare Hero on October 27 in Jackson. Recipients included many areas and professions in health care from throughout the state. Moses was the only hospital volunteer in the state to be selected for this prestigious and inaugural award.



Earlier in the year I joined the MS Hospital Assoc. board of directors for Volunteers and Auxiliaries. MHA has offered us the use of their space in the spring to have a conference for any interested volunteer directors throughout the state. This would be our first state meeting in a long time. There was great interest from the other hospitals represented. MHA also agreed to pay membership to SDVSHO for the state president from this point on. It will not matter if the hospital is a member of MHA, they are welcome to attend. I think this a great step for Mississippi

Methodist Specialty Care Center- During the 2011 "Spooky" Halloween party, volunteers assisted residents of the long-term care facility with a cupcake decorating contest. Twelve members of the Junior Auxiliary of Rankin County were on hand to assist with creating some spooky cupcakes for the residents. Along with the cupcake party, there was popcorn, Halloween punch, trick-or-treating, and a Halloween movie. To date (January 1–November 30) the volunteers have contributed over 9972 hours of service to the facility.





North Carolina, A Better Place To Be

State Representative

Susan Hester
919-350-8005
shester@wakemed.org

Southeastern Regional Medical Center – Lumberton, NC.

Beth Ivey reports - Trauma Nurses Talk Tough is a program that teaches seatbelt safety to seatbelt offenders. Our county and hospital were the pilot site in NC, because we had the lowest seatbelt usage rate in the state. This and a disproportionate number of traffic accidents and fatalities made Robeson

County a perfect location to utilize this program. The volunteer program has contributed to this program by assisting in registration for this 3 hour course that absolves the individual of his citation that was issued by law enforcement, by monitoring classes, by assisting individuals who had trouble reading the materials and by filling out the certificates of completion. The class sizes

range from 25-150 people each week and there were on average, 3-5 volunteers helping each week and over 4000 people have attended so far. Since the inception of the program, seatbelt compliance has increased from 69% to 81%. In this case, volunteers truly have helped make a difference!

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South Carolina, Smiling Faces, Beautiful Places

State Representative

Carol Biangi
843-234-5486

Roper Hospital

It is my honor to showcase an outstanding volunteer, humanitarian and utmost caring, honest, reliable and the kind of person that would give you his last cent or clothing off his back. Mr. Dick Wooden is a 22 year retired Navy veteran, a retired teacher and bookstore manager at Trident Technical College, and a caring husband to Eloise, who also volunteers with us at Roper, grandfather to Jennifer and Angela and great grandfather to Annalisa. Dick has been volunteering at Roper Hospital since 2005 and in that time has made a huge difference. Dick not only volunteers two days a week in three departments but serves as the Auxiliary Treasurer where he really excels. Dick has proved amazing at balancing our checkbook and optimizing the ways our monies are spent as an organization. Impeccable record keeping led to changes in the Auxiliary by-laws that will permit a Treasurer to stay on longer than one term. During the holidays Dick is always in a festive mood and I don't just mean Christmas when he dresses like an elf and sings Christmas songs. Valentine's Day, St. Patrick's Day, Easter, July 4th and Halloween all find Dick in some "get up" distributing candy and comedy to employees and volunteers. Dick not only gets around to the hospital but all of our other buildings to make certain he no one is left out. When I need help for a sale the Auxiliary is sponsoring Dick is right there to balance out with the vendor and is willing to walk around the facility dressed as a human deck of cards to drum up business. Dick went through a period of illness with both himself and his wife Eloise and I can tell you we would have never known he or his wife were ill if they had not eventually confided in someone that they were ill. Dick is always there front and center for us in everyway possible regardless of what is going on in his personal life. Dick not only serves with Roper but is very involved in his church, St. Mark Methodist Church and the Scottish Rite where he also serves as an officer. Just this past August Dick was in a fundraiser at his church, his part, a singing nun. Every year at RSFH we raise monies for the American Heart Association and a few years back one of the ways we came up with was for men to wear a red dress.

Since the emblem for heart disease in women is the red dress we thought if our men wore the red dress this would inspire donations. Boy did that take off and in a major way, this year we have raised over \$17,000.00 just from our men wearing a red dress. As an organization we will have raised more than \$50,000.00 this year to fight heart disease. Each year it becomes more and more difficult to encourage our guys to wear the red dress because we paint their nails, both finger and toe, we have them in hats, jewelry and the like the possibilities are endless. Each team has the responsibility to rally around their guy to raise funds for the group. Guess who has agreed to step up for the Volunteer Department and wear the red dress next year? You got it Dick Wooden. Dick never fails to astonish me with his constant serving of his community and others. All of this and I have not even mentioned some of the wild shopping requests I have made for Dick and he always manages to get what we need and in a timely manner. Dick is one go getter and we are very lucky to have him on our team. It is for this reason that I have nominated Dick Wooden to be our RSVP of the year at Roper Hospital. I could not think of anyone more deserving. Dick has our admiration, respect and love for all he does for so many. Dick has been the recipient of 2010 RSVP of the year at Roper Hospital (sponsored by the Retired and Senior Volunteer Program of the American Red Cross). He has been recognized by the staff of Roper Hospital in 2014 with a "providing excellent service" award.

Village Hospital, Greer, SC-Charlene R. Marx, shop and volunteer services coordinator with the Village Hospital (Spartanburg Regional entity) in Greer, SC, was awarded her certification with the South Carolina Society of Hospital Directors of Volunteer Services at the fall meeting on October 7, 2011 in Columbia. Charlene has been with the Village Hospital before it opened in October, 2008. She was pleased to have the opportunity to set up a new volunteer program in a new hospital in Greer, SC. Originally from Charlotte, NC, Charlene has been in volunteer administration for 14 years. She is a graduate from the University of NC Greensboro, and resides in Spartanburg, SC.



State Representative

Carol Biangi
843-234-5486

South Carolina, Smiling Faces, Beautiful Places— continued

Self Regional Healthcare

Self Regional Healthcare Volunteer Services had their Annual Awards Banquet Thursday, September 22, 2011. Our facility will celebrate its 60th anniversary in November. Mr. Jim Pfeiffer, President and CEO presented a slide presentation which contained pictures and information about the changes our facility has gone through over the past 60 years. Vice President of Human Resources, Mike Dixon supplied the entertainment for the event. As game show host for the evening, Mr. Dixon presented cash prizes to volunteer participants who got correct answers. This event, centered on the 60th anniversary and the seven counties that Self Regional Healthcare serves, honored volunteers who completed over 21,930 hours of service. The hospital dietary team members did an outstanding job with the food and serving 115 Volunteers that attended the function. A wonderful time was enjoyed by all. Nancy Clem, Auxiliary President installed the 2011-2012 Auxiliary Officers and presented Sandra Williams, CDVS with a special portrait to represent the Auxiliary's pledge of \$500,000 to the Forever Self Campaign to benefit the chemotherapy infusion wing in the new cancer center. Sandra Williams asked that Mr. Dixon and Mr. Pfeiffer join her as she presented Mrs. Phyllis McWatty with a service pin and clock inscribed with her name and 40 years of service to Self Regional Healthcare

Conway Medical Center

Volunteer Services teamed up with the CMC Foundation for a Gently Used Purse Sale. What do cereal boxes, fruit cups, juice boxes, chips, pudding and gelatin cups, cracker or cookie bags all have in common? They are the key to helping ensure children in Horry County have the food they need on the weekends when school is not in session. Conway Medical Center's Foundation created the SmartSnacks program in 1995 and is now providing weekend food packages to more than 500 eligible children at participating area schools. Identifying a need, Volunteer Services stepped up to do a "Gently Used" Purse Sale. \$1418.00 was raised for the program through the sale of purses, wallets, belts and scarves. The CMC Auxiliary also made a very sizeable donation for SmartSnacks. Together we helped provide the nutrition these children need to learn, grow, play and live healthier lives. The ladies who disinfected, tagged and showcased the purses are CMC Volunteers Dona Uhl and Mary Jerman



Tennessee, America At Its best



State Representative

Lynn Hornsby
423-431-6871
hornsbylls@msha.com

Nominations are accepted and awards given for a community member in the East Tennessee/Southwest Virginia region that has shown exceptional community involvement and service and is not necessarily in the spotlight for all their accomplishments. The award is the Tom Chase Award, named for such an individual.

This year, Lynn Frierson, President of the Mountain States Auxiliary, was one of those chosen for this prestigious award, primarily for her leadership with Mended Hearts, not only locally, but nationally. As president of

Chapter #259, a few of her accomplishments are as follows:
Active membership increased from 15 to 65 members
Expanded newsletter
Presents program to Cardiac Rehab patients on an ongoing basis
Number of accredited Visitors has increased from 6 to 18
Established a new Visitor program for the Cath Lab patients and families
A calendar for Visitors ensures all patients and/or family members receive a visit before and after Cardiac surgery *and beginning*

this fiscal year, a visit is received the morning after a Cath procedure
Established a Mended Little Hearts Chapter in 2010
Developed Mended Hearts coasters to increase public awareness of the program for both patients and families
Developed a brochure for not only families, but ICU and physicians' offices
Two Mended Hearts members serve on the Mountain States Washington County Auxiliary Board and two others, on the Mountain States Auxiliary Board, presenting reports at each meeting

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Lynn has worked toward establishment of Satellite Chapters in all MSHA facilities. As soon as the Southern Region of Mended Hearts, Inc. discovered Lynn's leadership abilities, she became Assistant Regional Director. In this role, she now has established active satellite chapters in Columbia, TN, Desota County, MS, and Dyersburg, TN. In fact, Lynn was recently called to Memphis by a "struggling" chapter which was to be dissolved. She met with the chapter leadership and with the Cardiac leadership and hopefully has established communication to ensure the chapter is back on track. Lynn is serving as program chair for the 2012 Mended Hearts national convention in Dallas. Lynn also installed Officers for the 2011 meeting.

Lynn Frierson always looks out for others. Her passion is helping others through cardiac related procedures as she herself has been a cardiac patient. She is always upbeat and excited and shares her excitement with those around her. Ms. Frierson is not only an outstanding volunteer for the State of TN, but for the SDVSHO region.



Virginia, Live Passionately

State Representative
Lita Bartels
703-369-8720
Lbartels@pwhs.org

October found Leaders of Volunteers and Auxiliaries at the annual VAHAV / VSDHVS Annual Conference held this year in Fredericksburg, VA. **Tammy Ferguson** and **Sherry Hill** served as education co-chairs extraordinaire. The DVS community was enlightened and encouraged by guest speaker, **Betty Stallings**.

VSDHVS is encouraging membership to pursue certification both with SDVSHO and/or AHVRP. We also have a new Website Chair, **Joy Parker**, to further the development and communication of our organization with its membership.

New President, Chris Delaughter, CDVS, welcomes her newly appointed Board:

President - Chris Delaughter

President Elect - Sherry Hill

Secretary - Lita Bartels

Treasurer - Betty Canning

Wishing every volunteer and leadership in Volunteerland Happy Holidays from the great state of Virginia.



West Virginia, Wild and Wonderful

State Representative
Debbie Romaine
304-243-3303
maine@wheelinghospital.com

The hills are alive with the sound of music in West Virginia as our hospital's auxiliaries are sponsoring Holiday Balls/Galas as a major fundraiser for the year!

The West Virginia Society Directors Volunteer Services, AWWHA membership and the WV Hospital Association held its annual meeting at the Greenbrier Resort in White Sulphur Springs, WV. Educational sessions for the Directors included "Keeping Your Volunteer Program Legal" presented by Kathy Forman, Esq. and "Introducing HCAHPS to the Volunteer World" speaker Cathy McCarthy, RN, Director of Quality Assurance, Thomas Health Systems, Charleston WV.

Christina Brown, DVS, Monongalia General Hospital, "How to Plan a Ball/Gala" and Pat Chambers, CDVS, St. Mary's Hospital, "Second Hand Store for Auxiliary Profits" presented these seminars to the membership of the AWWHA.

Each attendee received a tropical theme flyer with information on the upcoming SDVSHO in "hopefully sunny" Myrtle Beach, SC. Speaking at our luncheon, I reminded the attendees the 2012 conference is again within a day driving distance from our state and has educational sessions targeted for all groups and hospital sizes.

After reviewing the current SDVSHO West Virginia membership roster, all but two WVDVS members belong to SDVSHO. We have five members under Gift Shop Manager category.

We were pleased to host the SDVSHO board membership in November at the Greenbrier Resort.

WakeMed Health & Hospitals, Raleigh North Carolina - FY11 Results

Total volunteer hours contributed	146,717	Individuals participating in programs	1,560
Average # volunteers per month	748	FTE equivalent	71.98
College students	232	Colleges represented	44
Volunteers employed by WakeMed	24	Active department-based placements	160
Departments served	131	Hospitality Pets visits to patients	5,911
Patient Relations visit to patients	6,602		

Programs funded by The Volunteers at WakeMed Raleigh Campus include – Ronald McDonald Family Room; Spanish Magazines for the Friendly Face Cart; toiletries for patients; Child Life Specialists supplies and programs in the Children’s ED, in the Children’s Hospital and in Day Surgery Pre-Op; Huggables/Hats/Quilts; Tea for the Soul; Reach Out & Read; scales for congestive heart failure patients; Music/Pain Therapy in the CED; Baby Weight Breastfeeding Scales; Parent Time Together; Cardiac Rehab scholarships; Spinal Cord Injury program supplies.

Programs funded by The Volunteers at WakeMed Cary Hospital include – Ronald McDonald Family Room, Huggables/Hats/Quilts, Tea for the Soul, Fuquay-Varina SNF Gardens, Rainbow Fund (meds for immediate need patients), toiletries for patients, Cardiac Rehab scholarships, OB Bereavement program.

Auxiliary Representative

A Message from the Auxiliary Liaison

Terri Holliday
843-774-0155

tacholliday@bellsouth.net

Greetings from South Carolina!

The members of our South Carolina Association of Hospital Auxiliaries Board in SC are working hard to prepare for the upcoming SDVSHO Conference in Myrtle Beach. We are securing items from businesses in the area so that our visitors will have a taste of what is produced in our beautiful state and what it has to offer. We are so excited to have the opportunity to help host this event and look forward to sharing a portion with you. From the state of "beautiful places and smiling faces" we hope to see you soon.

Certification Representative

A Message from the Certification Chair

Susan Rima
501-622-1033
srima@mercy.net

It's not too late to get your certification. Please visit www.sdvsho.com and click on the "Become a Certified DVS" tab.

Certification for Directors of Volunteer Services is open to members who are interested in reaching and maintaining greater educational competence and a higher level of professional standards.

To apply for SDVSHO certification a member must:

- Be a member for a minimum of 2 years preceding application.
- Have attended at least one SDVSHO conference.
- Three years experience as a volunteer coordinator in a healthcare facility.
- Submission of the completed documentation by the due date.
- Payment of \$50 for exam.
- Have a passing grade on exam demonstrating aptitude and knowledge in volunteer services field.

SDVSHO wishes to extend ***Congratulations*** to Susan Kern, CDVS; Kerry Mossler, CDVS and Lynne Collier, CDVS for completing the requirements to become a Certified Director of Volunteer Services with SDVSHO. These ladies will receive their certification at the annual SDVSHO conference in 2012.

A Message from the Gift Shop Liaison

No report available at the time of publication.

SDVSHO DVS of the Year Award Awardees

2008

Dee White, TN

2009

Martha Taylor, GA

2010

Pat Chambers , WV

2011

Linda Tilman, KY

2012

??????????

DVS of the Year Award Call for entries...

SDVSHO is please to announce that nominations are being accepted for the 2012 DVS of the Year Award.

PURPOSE OF THE SDVSHO DVS AWARD

This award recognizes an individual for outstanding contributions and professionalism in the field of Healthcare Volunteer Administration. Presented by the Board of Directors of the *Southeastern Directors of Volunteer Services in Healthcare Organizations*, the **SDVSHO DVS Award** recognizes one member of SDVSHO for efforts which have

- made a significant impact to the employing healthcare organization and/or the state or local communities which are served by the organization,
- upheld high standards for volunteer engagement and effectiveness through a professionally managed volunteer program, and/or multiplied community resources available through the DVS's organization.

WHO CAN NOMINATE?

Anyone can nominate your volunteer leader for the **2011 SDVSHO DVS Award** (i.e., nominations may be submitted by volunteer's, auxiliary leaders, administrators, spouses, etc.).

WHO DECIDES?

Judging is conducted by a panel of professionals in the area of Volunteer Administration and Management not affiliated with SDVSHO. Panelists are selected by the Chair of the Award Committee, who reports to the SDVSHO Board of Directors.

WHO IS ELIGIBLE FOR NOMINATION?

- Nominee must have primary supervision of volunteers.
 - Nominee must have served in this role for at least 3 years.
 - Nominee must be a member of SDVSHO for at least one full year.
 - Nominee must have attended at least two (2) SDVSHO Conferences.
 - Nominee must have participated in a community service activity.
- Please provide documentation for eligibility with "Official Nomination Form"

WHEN IS THE ANNOUNCEMENT OF THE 2012 RECIPIENT?

Announcement of the award recipient will be announced during the opening session of the SDVSHO 20th Annual Leadership Conference. This prestigious award will be presented by the President of SDVSHO and representatives of the SDVSHO Board of Directors.

WHAT IF I HAVE FURTHER QUESTIONS?

Feel free to contact the Award Chair or any of the SDVSHO Board Members.



WHAT ARE THE JUDGING CRITERIA?

Information provided within a nomination should show how the nominee's service has:

- displayed a meaningful commitment of time and effort that has resulted in a significant contribution to the field of Volunteer Administration
 - provided outstanding leadership which has enhanced the volunteer experience and/or the community through the creation of innovative programs or services
 - inspired the volunteers' efforts and accomplishments to focus on addressing a specific community need (Detail who the service impacted, how the service impacted these people, and why the nominee deserves special recognition for leadership of this effort.)
 - demonstrated acts of personal generosity and kindness and encouraged others to become involved in volunteer service
 - facilitated unification of diverse groups to assist with his/her organization's needs
- provided valuable mentoring and networking opportunities for SDVSHO members and professional colleagues.

HOW DO I SUBMIT A NOMINATION?

PLEASE ensure that all of your nomination materials are completed before submitting everything at one time. You should submit.

The completed "Official Nomination Form" with contact information (Available at www.SDVSHO.com)

The descriptive narrative statement regarding why you feel the nominee deserves this recognition. (See "Official Nomination Form" for details.)

Any supporting materials.

Supporting materials may be **no more than 5** pages (front and back) and may include pictures; news clippings; pamphlets; letters of reference from volunteers, administrators, hospital employees, and/or community leaders, etc. Anything over 5 pages will be discarded.

Please do not submit display materials, films, or scrapbooks, as they will not be considered. If mailed, supporting material must be no larger than 8.5" by 11". All submitted materials become the property of SDVSHO and will not be returned. Any submitted materials may be used in the presentation ceremony. Materials may be scanned and sent electronically as a .pdf document(s), but again, should be no greater than 5 pages in size or no larger than a 30MB file. Audio or video files may be considered, but please contact the Award Chair before sending these materials.

TO WHOM DO I SUBMIT THE NOMINATION MATERIALS?

Please send your submission c/o 2012 SDVSHO DVS Award Chair:

**Susan Rima, CDVS
St. Joseph's Regional
Health Center
P.O. Box 29001
Hot Springs, AR 71903
501.622.1033
501.622.4011 fax
srima@mercy.net**

For the official Nomination Form, log onto www.sdvsho.com

PLEASE remember to submit all the necessary information for your nominee.

ALL submissions must be received prior to March 2, 2012, at 5:00p.m.

**Upcoming
SDVSHO
Conferences**

**Sheraton Myrtle Beach
Convention Center
Hotel
Myrtle Beach, SC
April 22-24, 2012**

**Hyatt Regency
Baltimore on the
Inner Harbor
Baltimore, Maryland
April 7-10, 2013**

**2011-2012
SDVSHO Board**

**Bylaws Chair
Susan Grier, CDVS**

**Newsletter Chair
Robby Scucchi, CDVS**

**Certification Chair
Susan Rima, CDVS**

**Nominating Chair
Cathy Storch, CDVS**

**Past President
Denise Steffach, CDVS**

**Parliamentarian
Pat Chambers, CDVS**

**Conference Liaison
Anna Cash**

**Gift Shop Liaison
Pat Antion**

**Auxiliary Liaison
Terri Holiday**

Searching for the 2012 Vendors



Vendor Show – April 23, 2012

The first announcement was sent out to 282 potential vendors for our vendor show. I have already been contacted by four new vendors who want to participate because they have heard from one of you about the show! Please keep talking to your vendors and tell them how important it is for them to introduce their company and products to hospital gift shops. Let them know that we write orders, schedule fundraisers and purchase cash & carry at the vendor show. If you know of a vendor that you feel should participate in the vendor show and would like for me to contact them, please give me their email or phone number. I will be happy to make the contact. Gay Davis at gdavis@dchsystem.com or 205-454-1433

What's in it for you? With the vendor show being in late April, it's a great time for you to order fill-in merchandise as you are winding down from your January market trip and planning ahead for your July market trip. If you don't attend a big market, our vendor show is an excellent opportunity for you to write small orders to test out different product categories. All vendors at the vendor show are required to extend Net 30 terms to our hospital gift shops.

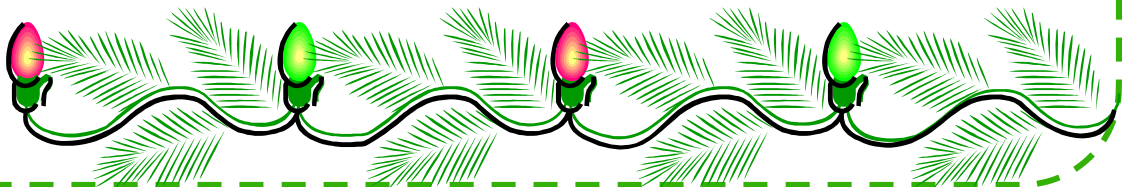
Vendor show with a twist! At the vendor show we will have a demonstration stage that will be active throughout the day. Although our schedule isn't quite firm yet, the stage area will be a day full of education, information and FUN. During your shopping at the vendor show, you can come to the stage area for the activity (Fashion show, Price is Right Games, etc.) and then return to shopping without ever having to leave the vendor show area. We will have a day full of education mixed in with shopping!



**2011 Conference photos
courtesy of
Our365 Newborn
Photography**



Terri Holiday



PLATINUM

\$10,000 Overall Conference Sponsorship

- * Company name and logo to appear on Home Page of SDVSHO website January through December 2012.
- * Company name and logo to appear inside front cover of all attendee manuals.
- * Projection of company name and logo during opening ceremony.
- * Opportunity to speak briefly at the Opening and Closing Ceremonies.
- * Representation at Opening Ceremony (four reserved seats).
- * Name on signage of Opening Event (brochure and display).
- * Full page color ad in the conference manual.
- * Four vendor booths with option to purchase additional booths if desired.
- * Booth will be identified as a Platinum Sponsor.
- * Company brochures available in the Resource Room.
- * Sponsor mentioned in a minimum of two issues of organization's newsletter.

GOLD

\$7,500 Lunch Sponsorship

- * Projection of company name and logo during lunch.
- * Company representative to welcome attendees at lunch.
- * Full page color ad in the conference manual.
- * Company display at meal.
- * Two vendor booths with option to purchase additional booths if desired.
- * Booth will be identified as a Gold Sponsor.
- * Sponsorship mentioned in a minimum of two issues of organization's newsletter.

SILVER

\$5,000 Breakfast Sponsorship

- * Company representative to welcome attendees at breakfast.
- * Full page color ad in the conference manual.
- * Company brochures to be distributed at event and available in Resource Room.
- * One vendor booth with option to purchase additional booths if desired.
- * Booth will be identified as a Silver Sponsor.

BRONZE

\$2,500 Educational Workshop Sponsorship~ Workshop Sponsor is defined as an educational workshop speaker.

- * Sponsor name on signage outside speaker room.
- * Company representative to introduce speaker, if desired.
- * Full page color ad in the conference manual.
- * Company brochures to be distributed at event and available in Resource Room.
- * One vendor booth with option to purchase additional booths if desired.
- * Booth will be identified as a Bronze Sponsor.

Company Name: _____

Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Company Phone: _____ Contact Phone: _____

Email address: _____

Sponsorship Level (please circle the sponsorship level you wish to support) Platinum Gold Silver Bronze

Mail your check made payable to
"SDVSHO" to: Gay Davis, CDVS, Manager
Volunteer Services and Gift Shop Northport Medical Center
2700 Hospital Drive, Northport, AL 35476
205-333-4993

SDVSHO Member Spotlight~ Carey Cairo

At the helm of the Volunteer Services and Senior Friends Program at Georgetown Community Hospital, owned by LifePoint Hospitals in Georgetown, KY, just outside of Lexington, Carey Cairo joined SDVSHO in March 2011 to find out what SDVSHO was all about. "I had wanted to attend their conference for several years, and when it was held in my home state of Kentucky, I was very excited to be a part of it. Since this Spring, I have utilized the discussion forums on the SDVSHO website, which has been a terrific resource for me," she says.

"The biggest advantage to becoming a member of SDVSHO is the sheer volume of experience and talent the members have! It's great to have other professional DVS's to call on when I have questions.," she says.

Carey's hospital auxiliary just took over our gift shop this summer, and she credits the gift shop information from the conference and online forums as being invaluable to her and the department.

Georgetown Community Hospital is a 75 bed facility. There are around 65 active Auxiliary volunteers, and about 20 student volunteers. She also has a handful of adult volunteers in other areas, such as the business office and HR.

The volunteers at Georgetown Community Hospital donated 3,696 hours in 2010. The Auxiliary at Georgetown Community Hospital has a used book sale in the summer, as well as an annual Christmas Bazaar. The Bazaar includes a raffle, silent auction, white elephant sale and bake sale, as well as country ham & biscuits for sale. The Auxiliary also hosts 2-3 jewelry shows per year, with companies such as Masquerade and Simply Silver. The funds go primarily towards the Auxiliary's scholarship fund. The Auxiliary awards 8 scholarships per year, they are for \$500 a semester, renewable for 2 years of college. They are given to students from Scott County, Kentucky who are pursuing a career in medicine. They also fund various hospital improvement projects throughout the year.

When asked, "What advice would you give someone who is interested in being a member of sdvsho and is still a little hesitant about it?" She responded, "I would urge anyone interested to join! Take advantage of the networking and wealth of experience and talent the members possess. It's well worth the membership dues. Professional development is so important, especially in our field, that membership in SDVSHO an opportunity a DVS shouldn't pass up. "

A Message from the By-Laws Chair/Conference Registration Chair, Susan Grier

SDVSHO Conference Registration Chair, Susan Grier is asking for your help us clean up the conference brochure mailing list. By cleaning up the list each year we are able to begin the next year with a good mailing list. This should include email addresses as well. Please send any additions / corrections / deletions to Susan Grier at sgrier@ghs.org.

A Message from the Nominating Committee Chair, Cathy Storch

Many people think of the Nominating Committee going into action a month prior to elections.

In the ideal setting, committee members along with board members should be observant to potential leaders who possess specific skills for a board's elective office throughout the entire year. By encouraging others to consider seeking an elected role, they can familiarize themselves with duties and pair their own interest and capabilities with possible board positions with careful consideration over a period of time.

The Nominating Committee will soon be building the slate for the year 2012-2013. Although a succession plan is in place for several offices, the Committee extends an invitation to all members to submit your name for any of these elected positions: President, Vice President Membership, Vice President Education; Assistant Vice President Education; Vice President Long Range Planning, Secretary, Treasurer, Assistant Treasurer. Terms are one year with exception of the Treasurer, which is two years.

By reviewing the By-Laws you can become more familiar with duties associated with each office. If you desire to be considered for an office, please contact me by December 31, 2011, and I will forward you a request form. I look forward to receiving many e-mails! Contact me at cathy.storch@stvhs.com.



Conference Info form page 2

She has advised companies large and small, drawn crowds at trade show lectures and engaged (and taught) those who listened with her real life examples of what works and what doesn't. Most important of all, Mary Liz is a shopkeeper. She and her husband own Leon & Lulu, a 15,000 square foot destination retail store located just outside Detroit. Leon & Lulu, profitable since its fourth month in business, is an example of building a brand in an out of the way location, using skillful marketing, terrific product and excellent customer service to attract shoppers from the entire metropolitan area and beyond. Located in an historic roller rink, it is a shop unlike any other and has won numerous local and national awards, including the Retail Excellence Award from gift and Dec and an ARTS award for Rising Star retailer, and was named one of Home Accents Today's 50 Retail stars in 2008.

The SDVSHO VENDOR'S SALE AND SHOW begins after breakfast with BUYER'S EXCLUSIVE ACCESS. Be sure to designate your role as a buyer for your organization on your registration to receive an exclusive ticket to this part of the show.

Meanwhile, the morning continues with another session of concurrent workshops. Presenters may include Tom McKee, Martin Cowling and many of our own SDVSHO members sharing their best practices. Katherine H. Campbell, CVA will also be hosting several member focus groups throughout the conference. We strongly encourage all SDVSHO members to participate in at least one focus group session. Discussions around the future of SDVSHO and collecting your feedback are two very important outcomes desired from these particular sessions. More details will be available this spring.

By mid-morning, everyone should be ready to shop as we open the doors to ALL ACCESS for the **SDVSHO VENDOR'S SALE AND SHOW**. There will be over 70+ Vendor Booths! Shopping will be available in addition to previewing the new products and services that our sponsors and affiliated vendors will be showcasing. Door Prizes will be awarded for those in attendance at the close of the show.

For those needing a break from all the retail therapy, another set of concurrent workshops will be scheduled in the afternoon featuring many more of our exciting presenters.

That evening you are free to enjoy all that Myrtle Beach has to offer. Dinner is scheduled on your own but we are working with a tour company to offer special theater and dinner packages, including transportation, to various off-site shows and the famous Calabash buffets so popular in the region. Again, more details are forthcoming.

Tuesday, April 24th begins with a Continental Breakfast Bar. The focus turns to education with an opportunity to attend and participate in more conference workshops. There may be as many as 50 individual sessions scheduled throughout the three days of the conference. There will be two concurrent sessions on Tuesday morning and two more sessions in the afternoon. At mid-day, there will be two separate luncheons. One luncheon is for the Directors and Gift Shop Managers to hold their SDVSHO Annual Business meeting and one for all other attendees. During this second luncheon, we have scheduled to appear Kathleen Logan and E.L."Betsy" Smith as keynote speakers. Betsy & Kathleen are the authors of "*Second Blooming for Women*" and will speak to us on transforming your life after 50 years old.

Am I making a difference? Does my life matter? What do I want to do with the rest of my life?

We start asking ourselves these questions with increasing urgency *once we turn 50*. We want to live fulfilling, meaningful lives, but often feel marginalized in a society that values youth and physical beauty. It becomes more of a challenge for us to retain a sense of value, so we must be proactive in making our life choices. Tumultuous events in the 1960s and 1970s created substantial changes in society. These events make us the first generation with the opportunity to create and live a "second life" of our choosing. Authors Kathleen and Betsy coach you step by step to

- claim your personality, talents, strengths, and skills;
- clarify your passions, dreams, and values;
- build your confidence and self-trust
- create your life purpose statement and an action plan to achieve it

Then, as always we will conclude our time together with our traditional closing flag ceremony and this year, an authentic Myrtle Beach beach party. There's much excitement around this idea and we hope you will be excited too as the South Carolina delegation shares their local culture and beach activities with you. We promise everyone a grand time in the Grand Strand!