

Connection

VIRGINIA ASSOCIATION OF HEALTHCARE AUXILIARIES AND VOLUNTEERS
CAPITAL • HAMPTON ROADS • NORTHERN • PIEDMONT • SOUTHWESTERN
www.vahav.org

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April 2011

President's Message from Jeanne Banks



My first year as President got off to a busy start at the VAHAV Board meeting January 30-February 1. Four members had resigned; Kayla Bell, President Elect; Liz Myers, Vendor Chair; Donna Sparza, Newsletter Chair, and Rochelle Grey, Northern District Chair. So, we had to find replacements. Rochelle Grey agreed to assume the position of President Elect and to continue as Conference Coordinator. We wish Kayla and her family God's blessings on their move to Florida.

We found a great lady to serve as chair for the Northern District in Jimmi Barnwell. Fortunately, her husband is currently serving as Legislative Chair and Northern District Chair.

Liz Myers resigned due to health reasons. Thank you Liz for your years of dedication and service. Gloria Heisman agreed to return to the board as Vendor Chair. Previously she served as Vendor Co-Chair.

With great sadness, we learned that former VAHAV President, Frank Giunti, passed away, after a short illness. Frank served the VAHAV in many areas for many years. He was active in his own hospital, and as District Chair for the Hampton Roads District. We send our sincere sympathy to his wife, Dolores, and his family. Barbara Fosina agreed to serve as chair for the district. She will be installed at the district meeting in April.

Donna Sparza agreed to edit the *Connection* but decided not to take on the job since Kala Bell had promised to help and was moving to Florida. Joanne Hart, the Web Master, agreed to edit this edition, and we are looking for an editor for the *Connection*. If you are interested please contact me or anyone else on the Board. Thank you Joanne for helping us in our need.

Welcome to our new members; Alane Lovern, Scholarship Chairman, from Norton Community Hospital, and Martha Cliff, Thrift Shop Chairman, from Mary Immaculate Hospital. They are greatly appreciated for being willing to serve on the VAHAV Board.

I attended the Legislative Conference in February and it was heart warming to give our information from last year regarding the funds we raised and the hours we served. This information was compiled from the Annual Survey Report that everyone filled out in September. This information was also handed out in Roanoke at the Conference.

HELPING HANDS ON THE BOARD FOR 2011



Florence U. Mittino, Membership Chairman is married to John and they have one daughter, 2 stepdaughters and 3 grandsons. They have always wanted a granddaughter, but are thinking their chances nil. We have one cat named “JoJo” who is quite spoiled. Florence is a member of the Mary Washington Hospital Auxiliary, and is Corresponding Secretary on the Executive Board of the Stafford Hospital Auxiliary. She has been doing volunteer hospice work and hospital volunteering for the past 20 years.

She loves to read and her hobby is collecting Clown information, figurines, and artwork. They live in North Stafford, 8 miles south of the Quantico Marine Base. She retired from Capitol Hill in 1982 and has been happy ever since! I am pleased to be a member of the VAHAV Board and enjoying being Chairman of the Membership Committee. It was great meeting the members at the conference in January.

Jimmi Barnwell ,Northern District Chairman. At the February VAHAV Board of Directors’ meeting held in Richmond, VA, Jimmi was appointed Northern District Chairman to replace Rochelle Gray. Rochelle was voted in as President-Elect. She also serves as Conference Coordinator.

Jimmi has served in leadership positions before. Serving as a high school administrator, Director of Guidance Services, and President of Inova Mount Vernon Hospital Auxiliary. Additionally, she served as chairman of a scholarship committee that last year awarded \$75 thousand dollars to graduating high school students. Jimmi enjoyed each of these positions because she was providing service to students and adults. Jimmi looks forward to working with the presidents of the Northern District.

In addition to the service, Jimmi provides to her auxiliary and community, Jimmi is the mother of three adult sons, four grandsons and one granddaughter. Her greatest joy is talking to her grandchildren via Skype.

Alane Lavern, Scholarship Chair. Since I wear many hats: mother, grandmother, sister, daughter, aunt, church member, retired educator, animal/pet rescue owner, it was just natural to add another hat. I had always worked with educational and athletic organizations, and upon retiring from education after 36 years and experiencing “empty nest”, I decided it was time to do something I had wanted to do for years--to give back to the community. in another way. After sitting in a hospital room with my Mom for several days and visiting the hospital gift shop, I KNEW what it was. So, on one of my visits to the gift shop I asked for an application AND the rest is history!!

Gloria Heishman, Vendor Chair was born and raised in Bridgewater, VA. She has been married to her high school sweetheart for 51 years and they have 3 married daughters, 7 grandchildren and 1 great granddaughter.

Gloria and her husband Bill enjoy traveling in their RV and have traveled to all 50 states, Mexico, Canada and just got back from a trip to Costa Rica. Gloria enjoys bowling.

She has been a volunteer at Rockingham Memorial Hospital in Harrisonburg, Va. for 14 years, where she serves as special events chairperson and on the RMH Volunteer Board. She has also served on the

VAHAV Board as Education/Resource Chair and as Vendor Chair. She enjoys volunteering and is looking forward to serving again on the VAHAV Board this year.



WHERE DO I FIND.....

- President:** Jeanne Banks, president@vahav.org
President Elect: Rochelle Grey, presidentelect@vhav.org
Past President: Emily Brooks, pastpresident@vahav.org
Recording Secretary: Judy Goff, recordingsecretary@vahav.org
By-Laws: Carolyn Johnson, parliamentarianbylaws@vahav.org
Communications: Charlie Alford, communications@vahav.org
Emblems: Gussie Wise, emblems@vahav.org
Gift Shop: Paula Faverio, giftshop@vahav.org
Legislative: Marion Barnwell, legislative@vahav.org
Membership: Florence Mittino, membership@vahav.org
Newsletter: newsletter@vahav.org We need an editor if anyone is interested.
Nominations: Emily Brooks, nominating@vahav.org
Resource: Doris Jean Raynes, resource@vahav.org
Scholarship: Alane Lavern, scholarship@vahav.org
Historian/Scrapbook: Linda Woods, historianscrapbook@vahav.org
Sponsorship: Harry Russell, sponsorship@vahav.org
Thrift Shop: Martha Clift, thriftshop@vahav.org
Vendors: Gloria Heishman, vendor@vahav.org
Website: Joanne Hart, webmaster@vahav.org

Gift Shop News

12 Step Winning Strategies for Uncertain

1. Take a hard look at your hospital gift shop. How do customers define your USP (unique selling position)? Why would they choose your shop? It is imperative that managers and volunteers challenge all of their assumptions about this shop. Be objective!
2. Make the team an integral part of the solution. Welcome fresh ideas! Embrace change! Use the collective brainpower to focus on specific aspects of the business that need rethinking. Have an “innovation session” quarterly to brainstorm new and fresh approaches to customer retention.
3. Connect with your customers. Make extraordinary service your “secret weapon.” Make it your top priority. Seek to create a loyal fan base! Today’s consumers continue to “reset the bar” for their expectation of excellence in customer service. Establish a goal for your “EQ” (emotional quotient) with your clients.

4. Create an engaging and enticing environment in your gift shop – stress “solution selling.” Remember that today’s consumers have so many choices, yet so little time. They respond well to businesses that consistently create a sense of welcome, with an engaging staff that provides solutions to their needs. Focus on an environment that is enticing, fresh, and properly reflects your desired image.
5. Be aware of the different types of competitors (local, national, and virtual) and be informed about their competitive advantages. This is not to copy them, but to be mindful of their business standards, policies, etc. Seek to create a “top of mind presence” for your products and services in your hospital. Remember the old adages – “differentiate or die” or “differentiate to dominate.”
6. Make your gift shop accessible in the physical and in the virtual worlds. Today’s consumers are information hungry and are more connected each day. Make it easy to do business with you. Re-evaluate your hours to be there when they need you. Seek to accommodate them with a 24/7-hour web presence. Start simple, but start!
7. Solicit feedback from your customers. Use low budget, simple market research, i.e. focus groups, online surveys, suggestion box, exit survey, etc. The “voice of the customer” must be integrated into your business. Start listening. It is imperative to be open to constructive feedback.
8. Approach all your vendors with a “partners’ mentality.” Think of this as a reciprocal relationship – one where both succeed when business is profitable. Do not be afraid to ask for concessions, incentives, markdown money, etc.
9. Work the numbers. Set sales goals for each month. Look closely at profitability in every category. Stay in touch with your cash flow and project needs. Maximize inventory turn! Remember to *turn* it, not *churn* it!
- 10.** Be vigilant about cost cutting – in the right places! Aspire for operational excellence. Look at each line item on your financial statement and get creative about how you might save a little here and there; but do not cut staff and sacrifice service. Share the numbers with paid staff and volunteers! People work smarter when they are well informed.
- 11.** Seek out creative ways to maximize marketing opportunities. Have an aggressive calendar that creates excitement in your shop. Reach out to the hospital marketing department to find ways to communicate in their publications, emails, community events, signage, etc.
- 12.** Presence of management is an essential success ingredient in today’s competitive marketplace. Gift shop managers need to be highly visible in their shops. Stress to volunteers that they subscribe to the “no customer left behind” mentality. Role model your expectations for all your team to see. Management sets the standard!

**“Solid businesses will chart their course to navigate
and innovate around this economic tide.”**

Margie Johnson

I urge each gift shop manager to select a few of these strategies that they most need to focus on at this time! Be thoughtful and thorough in your approach. The mantra for a successful year in '11 is “To Make Business Happen – Not Wait for It to Happen.”

Scholarship News – The Scholarship Committee met to discuss ways to make the VAHAV members aware of the Anne Lewis Memorial Scholarship. Letters will be sent to all district chairmen in whom they will be asked to distribute the information to auxiliary presidents in their districts. Scholarship committee members will attempt to attend district meetings in their area to discuss the purpose of the scholarship.

HOW TO BORROW RESOURCE MATERIAL

Please go to the web site: VAHAV.ORG

Click on [order resource material](#)

Fill in the form

Request will be forwarded to me and I will be happy to send you any material.

Each Request is limited to 4 items and must to be returned to me within 30 days.

Return postage to be paid by the person requesting materials.

Doris Jean Raynes, VAHAV Education/Resource Chair

Brief Synopsis:

"*THE BLACK SWAN*": by Nassim Nicholas Taleb. Taleb says that black swans underlie almost everything about our world, from the rise of religions to events in our own personal lives. Humans are hardwired to learn specifics when they should be focused on generalities. We concentrate on things we already know and time and time again fail to take into consideration what we don't know.

"*DEVELOPING THE LEADER WITHIN YOU*" by John Maxwell. If you have a desire-- or maybe a calling--for leadership, John Maxwell will help you develop the vision, influence and motivation required to a successful leader. This book gives you a fresh vision of the leader you can be now and in the future.

"*THE 21 INDISPENSABLE QUALITIES OF A LEADER*" by John Maxwell. The key to transforming yourself from someone who understands leadership to a person who successfully leads in the real world is character. Your character qualities activate and empower leadership--or they stand in the way of your success.



Capital District Presidents Meeting is April 13, at Community Memorial Healthcenter, in South Hill.

The Hampton Roads District Presidents Meeting is April 11, at Sentara Regional Medical center in Williamsburg.

The **Northern District Presidents Meeting** will be held May 11 at Stafford Hospital, hosted by Stafford Hospital Auxiliary. Stafford Hospital has been in operation about two years with an active auxiliary excited about hosting district and state board members. Located at the I-95/Aquia exit the hospital is easily accessible. President Frank Ringquist and auxiliaries are planning an excellent program for the day.

The Piedmont District Presidents Meeting is May 18, at Rockingham Memorial Hospital in Harrisonburg.

Join us at the **Southwestern District Presidents Meeting**. The Meeting is being held on May 25, 2011, at the Carilion Giles Memorial Hospital in Pearisburg, VA. The hospital address is 1 Taylor Avenue, Pearisburg, VA 24134.

SAVE THE DATE! FALL CONFERENCE
Volunteers are Angels.
Angels welcome to VAHAV Fall Conference
Fredericksburg Hospitality House and Conference Center
October 10, 11, 12, 2011
Watch for registration packets in late spring.
Rochelle Grey, Conference Chair
540-373-4496
Mary Washington Hospital Auxiliary
Fredericksburg, VA
Email: conferencechair@vahav.org

Hospital Auxiliary News



Carilion Franklin Memorial Hospital Auxiliary funded the purchase of a geriatric chair for patients. A bake sale was held in November. The Love Light Tree Ceremony was held the first Sunday of December with the proceeds going to the Free Clinic of Franklin County and at the March meeting a check for \$8700 will be presented to them. The Awards and Recognition Service was also held in December along with the installation of officers, which was conducted by Jeanne Bernard, a Past President of the VAHAV. A jewelry sale is scheduled for March. The Virginia General Assembly in Richmond recognized Janice Holland, the Past President, for her 50 years of service as an employee of the hospital and also her service to the Auxiliary. Also, remember that Volunteer Week will be in April so recognize and honor your Volunteers

Carolyn Johnson

The Inova Fair Oaks Auxiliary hosted Santa and Mrs. Claus on Tuesday, December 14 at 7pm. Over 200 bags of holiday cookies were provided to patients and staff, and carolers from Ox Hill Baptist Church sang as we walked through the halls. The hospital always looks forward to this visit from Santa and Mrs. Claus as they spread good cheer and holiday songs throughout the hospital.

Our Gift Shop repeated their "Twelve Days of Christmas" sale again this year. Every day there would be a new category on sale for the day, such as 'angels' or 'stockings'. This has been very popular with our shoppers and always creates interest to see what the sale of the day will be!

January 2011 brought a New Year with several new Board members. A big welcome to Margaret Aseem, Ginny Dutton, Jean Klimek, Florence Lawrence, Joe McDonald and Wendie Whalen!

This year was a very successful Valentine's Balloon Sale, selling balloons, candy and flowers. By doing some pre-sales on Friday, February 11 we were able to deliver those sales, and have cash and carry sales on Monday, the 14th.

Hardi Rosner

Inova Fairfax Hospital. The new executive board was installed in a festive celebration luncheon in December. Bill Foster is the new president; Charlotte Rodriguez, vice president, Sue Perry, recording secretary, Tom Rupp, corresponding secretary; Ruth Ann Harrold, treasurer; and Barry Wickersham as chairman of the nominating committee.

Inova Fairfax Hospital is celebrating its golden anniversary with great fanfare. Before the hospital opened, Auxiliary bylaws were adopted and ratified by the Board of Trustees of the Fairfax Hospital Association. Volunteers were recruited, provided orientation and trained for escort, gift shop and information desk duties even before the hospital's dedication. Merchandise and supplies were purchased to stock the gift shop. The first responsibility of the "seasoned" Auxiliary volunteers was to serve as hostesses at the Open House prior to the opening of the hospital on Feb. 6, 1961.

To celebrate the "Golden Anniversary" of the Auxiliary of Inova Fairfax Hospital during the week of October 25-30, Auxilians received 50th-anniversary pins and decorative 50th-anniversary candy bars, which were distributed in the hospital's atriums. Banners were hung and historical posters were displayed throughout the hospital. The yearlong 50th anniversary celebration of the 1961 hospital landmark continues, with the first hospital event being a cake-cutting that occurred on Feb.7, attended by current and past hospital administrators, politicians and the first nurse. As with the 1961 Hospital Dedication, representative Auxiliary members supported the celebration as escorts, which was the first official service performed by the original volunteers on Feb. 6, 1961. In addition to patient services in the hospital, the 1,300-member Auxiliary now operates three hospital gift shops and three Treasure Trove consignment/thrift shops in the local Fairfax County communities of McLean, Annandale and Springfield. Proceeds raised in these ventures go to support hospital needs. Over its 50 years, the Auxiliary has raised over \$25 million in support of the hospital. Plaques in the Inova Heart and Vascular Institute attest to the \$3 million contributed for its construction and plaques elsewhere in the hospital record Auxiliary gifts throughout its history.

Judy Shapleigh

The Ladies Board of Inova Loudoun Hospital. We continue to add new members to our current membership rolls. These new members have been supportive of our activities and projects and enjoy volunteering to give back to their community. They will join over 75 active members in supporting Inova Loudoun Hospital. In December we held our annual 'Lights of Love' tree lighting ceremony that allows anyone to honor and remember their friends and family members who have been ill or passed away. The funds from this year- round remembrance program are one source of support for our annual nursing scholarship program. We are currently publicizing our annual Nursing Scholarship Program to the citizens of Loudoun County and Inova Loudoun Hospital. For 2011 we have approximately \$100,000.00 to give in scholarships to those students who reside or work in Loudoun County. In 2010 we gave \$103,000.00 to 81 students. The demand for these scholarship monies continues to increase in our community. Our thrift shop, Twice Is Nice, recently celebrated 20 years of operation and thousands of dollars donated to Inova Loudoun Hospital over the years, thanks to a dedicated group of Ladies Board volunteers. Local town officials, Inova Loudoun Hospital officials, members of our Foundation and our many loyal customers attended the celebration. The Gift Shop, also operated by volunteers from the Ladies Board, offers the best gift items including clothing, jewelry, new baby items, books, delicious candy and even toys for our pediatric patients. We have begun to gear up for our 73rd Annual Rummage Sale. It will be held October 14-15, 2011. During this spring quarter we will also be helping many hospital departments with 'Greatest Impact' applications for funds for additional needs of these departments. We are also excitedly working with the Inova Hospital Foundation to celebrate our 100 Year Jubilee Anniversary of the Ladies Board and Inova Loudoun Hospital. Many activities are being planned between June 2011 and June 2012.

Donna Lutz

John Randolph Medical Center. The board of directors had their annual planning meeting early in January. The Auxiliary president, Mike Slominski, had prepared several discussion points. After deliberation and review, the following goals were selected for 2011. Number One Priority is to establish a \$25,000 nursing scholarships at John Tyler Community College with the John Tyler Foundation. The

auxiliary resumed funding two scholarships in 2010 after a lapse of several years. The recipients were so impressive that the board is very enthusiastic about expanding the program and making it a permanent endowment. Number Two Priority is to increase the endowment to the John Randolph Foundation. We are currently giving four – five \$1000 scholarships to academically gifted high school students to study in undergraduate or graduate programs in universities, e.g., pre-med or physical therapist. The board will research the purchase of a laptop, laser printer, and associated software to support all auxiliary needs without reliance on an individual member's equipment. Recruitment efforts will be made to find volunteers who are computer literate and willing to build and maintain auxiliary files. The board will research a program to provide flowers to every patient in the JRMC on Christmas and one other significant holiday. Quantities, logistics, price, and delivery methods are all to be considered

Doris Gallup

Mary Washington Auxiliary. Our auxiliary held its annual December Memorial service for volunteers who had passed away during 2010. Held in the hospital Chapel, the service was conducted by the Volunteer director, Karen Ennis, and Auxilians. Following the service our Auxiliary and hospital administration lit the Tree of Lights in the garden area in front of the hospital. Each light, supported through donations of \$10 each, represents the loved one of participants. The Tree of Lights donations totaled about \$8000 and will be used to assist with educational purposes at the new Cancer clinic on the hospital campus.

Gift and Thrift shops continue to attract many customers. Our Volunteers will be recognized at a special luncheon organized by our Director and committee of auxilians. With about 480 members, we will meet at a local church hall for lunch on April 15 – a good time for sharing our love of volunteering! January found us spending well over four thousand hours at our hospital – affirmation that indeed, Volunteers Are Angels

Rochelle Grey

Rockingham Memorial Hospital. Since our last greetings to all of you, we have been quite busy. We are now settled in and enjoying our new home. And, speaking of home, we held our Annual Banquet and Meeting in September and the theme was "Welcome Home". Doesn't that sound cozy and warm? Absolutely! The RMH CEO and President was a special guest for the evening. He spoke of the "Welcome Home" theme and the memories of his brother returning from Viet Nam and his own return home from college. Our 2011 officers were installed by our immediate past president. We presented our CEO with a ledger recording the volunteer hours of service for the year, which represented a savings of approximately eight hundred and sixty six thousand dollars to the hospital. Amazing to us? Yes! VOLUNTEERS ARE PRICELESS!

We have held several successful fundraisers: "Uniform/Shoes/Accessories" and "In the Bag", cookie sale, "Masquerade Jewelry", and a Used Book Sale. More fundraisers are coming up.

Our Volunteer Auxiliary will be celebrating our one hundredth anniversary this year and plans are now under way for all of the planned activities. Something else exciting is coming up! The Piedmont District Meeting will be held at our hospital on May 18, 9:00 to 2:00 p.m. Registration will be from 9:00 to 9:30

a.m. Presidents in the Piedmont District and VAHAV Board Members will be receiving information on this, so mark your calendars!

Hope everyone is enjoying this beautiful weather.

Doris Jean Raynes

Sentara Potomac Hospital Auxiliary completed its pledge to purchase additional equipment for the Cardiac Rehab Center and create a Palliative Care Service at the hospital by presenting a check for \$30,500.00 to President Megan Perry at the Hospital Gala on November 13th. It was our pleasure to support the hospital's Weight Loss Surgery and Healthy Living Expo by providing registrars and escorts, and serving as "victims" in Capital Shield, an area-wide disaster drill. The proceeds from our 24th annual Love Light Tree fundraiser were \$11,384.00 and our February 2011 "cash for gold" fundraiser using "The Gold Refinery" vendor we met at the VAHAV conference in Roanoke netted us \$1,551.00. We are excited about updating our Gift Shop with Counterpoint, the point of sale inventory management system, and even more excited to report that plans are underway for the campus to be completely tobacco free on July 4, 2011, Independence Day!

Steve Argubright



FROM YOUR TREASURER

Good News! 2010's conference at the Hotel Roanoke was self-supporting. Unlike the 2009 conference (OH but wasn't the Luau at the Founders Inn fun!!!!) the income from the conference covered all the expenses.

Thanks to the sponsors (that money came from your auxiliaries or hospital and a \$3,000 grant from Virginia Tech's Center for Organization and Technological Advancement) vendors and conference attendees.

A special thanks goes to Carolyn Johnson, conference coordinator, who held expenses down. It was a pleasant surprise to Carolyn when expenses were less than the budget she projected. Way to go, Carolyn.

On another note, this year's dues letters have been mailed and I have already received payment from many of you.

EDITOR'S REMINDER

PLEASE FORWARD NEWSLETTER ARTICLES (PREFERABLY) OR YOUR AUXILIARY NEWSLETTER TO NEWSLETTER@VAHAV.ORG

Anne Lewis Memorial Scholarship

ARE YOU LOOKING FOR A WAY TO RECOGNIZE A PAST PRESIDENT, AN OUTSTANDING VOLUNTEER, AN HONORARY MEMBER OR SOMEONE SPECIAL? How about making a donation to the ANNE LEWIS MEMORIAL SCHOLARSHIP? Your gift will enable others to benefit from educational opportunities available at our annual conference.

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Purpose. To assist member organizations that have a need for educational assistance and who find it financially difficult to have members attend educational meetings, such as the VAHAV Annual Conference.

Honor your president, recognize an outstanding volunteer, make a memorial gift or make a donation to this fund.

Complete the form and make your check payable to VAHAV. Send check to Bettie Moores, 3022 Ellenwood Drive, Fairfax, VA 22031

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In memory of _____

In honor of _____

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