Linking the Keys of LEADERSHIP, PROFESSIONALISM, and RELEVANCY To Volunteer Professionals

2014 Pennsylvania Society of Directors of Volunteer Services in Health Care, Inc.
PSDVS Conference

FOR Managers of Volunteers in Health Care
- Hospitals
- Hospices
- In-Home Health Care
- Rehabilitation Centers
- VA Hospitals
- Long-Term Care Facilities
- Free Clinics

Wednesday, October 15-17th, 2014
The Penn Stater Conference Center & Hotel
215 Innovation Blvd.
State College, PA 16803
Linking the Keys of LEADERSHIP, PROFESSIONALISM, and RELEVANCY
To Volunteer Professionals

October 15—17, 2014
State College, Pennsylvania

This year’s conference is designed with a variety of health care administrators and issues in mind. Whether you oversee volunteers in a hospital, hospice, long-term care facility, free clinic, or in-home health care company, or fulfill other health care needs for your community, there are sessions that will be of interest and benefit to you and your organization.

Many common issues demand your attention and understanding. There are a blend of overarching issues we all must be aware of and understand. Others have created and implemented specific best practices from which we can learn. Having concentrated time together with others who are perhaps one step ahead and generous with sharing information will reenergize you and benefit your organizations, volunteers, staff, patients and their family and friends.

We all understand that we cannot allow ourselves to become stagnant. Between health care reform and technological advances, the need to constantly recreate ourselves and stay attuned is most important.

Take a look at the superb programs that are offered this year, featuring presenters Colleen Sweeney from Florida, Kaitee Doll from Arizona, Barbra Swann from Maryland, Ed Callahan from New Jersey, David Rowley from Missouri, and Pennsylvania talent including Dennis Scanlon from Penn State University. There are also a number of enhanced networking opportunities that will allow you to enjoy one another’s company while gaining an in-depth understanding of each person’s best practices within their organizations.

We look forward to seeing you in State College—”Happy Valley”—and we can assure you that we have worked hard to make sure you will gain a number of important skills and strategies that you will be excited about and want to take home to implement in your facility.

Alice
Alice Clark, Conference Chair
PSDVS President-Elect

Kristi
Kristi Ondo
President, Central Chapter of PSDVS
**Wednesday, October 15**
Registration Starting at Noon through 6:00 p.m.

3:00-5:00 PM  **Mary Kay Williams**  
“Workplace Success by Understanding Others”

6:30 PM: Dinner at Area Restaurants

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**Thursday, October 16, 2014**

8:00—10:00 AM  Welcome & Speed Networking  — **Michelle Damiano**, Creative Director & Owner of Impressions whq

10:00-10:15 AM  Break

10:15—11:00 AM  — Health Reform: Where Things Stand with Implementation of the Affordable Care Act  **Dennis Scanlon**

11:10 AM—12:40 PM  
Patient Empathy Project: What Patients Fear & Why We Have To Know  **Colleen Sweeney**

12:45-2:00 PM  Lunch Provided for All Attendees / Evelyn Burston Award Presentation / PSDVS Annual Meeting

2:00—2:20 PM  Break

2:20-5:00 PM  Patient Empathy Pyramid Project — an HCAHPS Improvement Strategy  **Colleen Sweeney**

Vendor Presence Throughout Thursday plus a 5:00 to 7:00 PM Vendor Blender

**Friday, October 17, 2014**

7:00-8:00 AM  Breakfast sponsored and presentation by **David Rowlee**, Kansas City, MO, Integrated Healthcare Strategies

8:00-9:30 AM  Rant & Rave Q&A  **Kristi Ondo**, Director, Volunteer Services, Holy Spirit Health System, Camp Hill, PA & President of the Central Chapter of PSDVS

9:30-10:10 AM  Hotel Check Out/Break

10:15-11:15 AM  Concurrent Sessions

1. Critical Conversations  **Karla Bachl**, Director, Volunteer Services, Lehigh Valley Health Network, Allentown, PA

2. Professional Credentialing: A Mark of Excellence  **Ed Callahan**, Director, Volunteer Services, Princeton HealthCare System, New Jersey

3. Group Interviewing  **Kaitee Doll**, Casa Grande (ARIZONA) Regional Medical Center Coordinator

11:30 AM -12:30 PM  Concurrent Sessions

4. Around Volunteer Software in 80 Ways  **Christi Brown**, Director, Volunteer Services, WellSpan Health, York, PA & **Stacy Ferguson**, Coordinator, Volunteer Services, St. Mary Medical Center, Langhorne, PA

5. Key Elements & Best Practices for Hospice Volunteer Programs  **Barb Swann**, Voluntary Service Specialist at Loch Raven VA Community Living & Rehabilitation Center, Baltimore Maryland

6. Staying Linked In: Effective Uses of Today’s Workplace Technology  **Meg Rider**, Guest Relations & Volunteer Services Manager, Magee Rehab Hospital, Philadelphia, PA

12:30-2:30 PM  Lunch provided for all Jared Boxes Information + Program: Creating and Creative Annual Reports Without Outsourcing: Demonstrating Your Value to Your Administration and the World  **Kaitee Doll**
Wednesday, October 15

Mary Kay T. Williams
Owner, Mindshift Consulting   www.mindshiftconsulting.net

“Workplace Success by Understanding Others”

At any level of leadership in health care, you have to find the best way to work with all...to understand the diverse needs of your leadership team, your colleagues, and members of the larger community.

In this session participants will:
- Determine their work style and key preferences.
- Identify style differences and appreciate rather than reject them.
- Realize how to reduce team conflicts through effective communication.

Prior to the program, please:
1. Visit www.humanmetrics.com and take the FREE Jung Typology test. This will only take about 10-15 minutes. This is based on Carl Jung’s work as well as the Myers-Briggs Type Indicator (MBTI).
2. Print out your results and bring to the program. We will be using the results in the program.

We will use the results to help you understand why you get along so well with some, but not with others. This fun, interactive session will encourage you to look at different ways to approach and appreciate differences.

Mary Kay T. Williams has over 25 years of education, training, and human resources experiences that she draws upon to make a difference. She strives to help individuals and teams work more effectively together by better understanding their styles and how they “mix” with the styles of others.

She earned her B.S. in Education and her M.S. in Training and Development from The Pennsylvania State University. She is certified as a Senior Professional in Human Resources (SPHR).

Thursday, October 16, 2014

Michelle Damiano
MissChief, Creative Director, Impressions whq
www.2impress.net

“Speed Networking: Making Professional Connections Easy”

Program Summary: This workshop provides a unique, upbeat twist to developing one of the most valuable tools in business: a network of professional colleagues who can act as resources, referral sources, and support structures. You will find this session a productive and highly effective forum for meeting and establishing contacts.

This workshop is specifically designed to remove all the intimidation factors of traditional networking and provides a fun, interactive atmosphere. Come prepared for fun and interactivity, we’ll take care of the rest!

Passionate. An apt description of the fearless leader of this dynamic marketing communications firm. Michelle brings that passion to each of its projects that come through Impressions. A think tank of ideas and gifted with the ability to listen, discern and see the big picture for marketing strategy and tactics. Michelle has consistently assisted clients in achieving their marketing goals.

With over 15 years as a business owner, Michelle has overseen rebranding initiatives, product launches, new business developments and countless designs of a wide variety of marketing collaterals and exhibit displays for both domestic and international clients. One of the most valuable tools in growing her company has been networking. Come and learn from Michelle as she shares with you the secrets of mastering this simple but often intimidating skill.
Thursday, October 16, 2014

**Session 1: “What Patients Fear and Why We Have to Know”**

Hold on to your chair as Colleen takes you on a journey inside the mind and emotions of the patient! She will share the results of her study, entitled The Patient Empathy Project. Part one of a two-part project is a postcard art study asking people to depict what they fear about healthcare, hospitals, and doctors. In addition to insights being shared, Colleen will offer practical take-aways that can be introduced immediately to alleviate the never-spoken fears of patients. She will also share her Top 11 Patient Fears List which was the result of interviewing 1,080 people about their greatest healthcare fears. Sweeney will impress upon the audience that when you are not asking the question— you are not delivering patient-centered care.

Her Patient Empathy Pyramid will be shared, providing the framework for the importance of addressing patient fears. A case study will be shared from an organization that asked, recorded and addressed patient fears and their journey to patient satisfaction scores that any organization would be thrilled about!

Colleen’s one-of-a-kind presentation ends in a surprise twist that few will ever forget. It’s edgy, it’s real, it’s life changing!

**Session 2: “Workshop—The Patient Experience Pyramid — an H-CAHPS Improvement Strategy”**

Designed to follow the first presentation, this audience-driven workshop teaches a tool using The Patient Empathy Roadmap. It helps healthcare leaders to identify the greatest fears or concerns of their customers and patients and how to move from the delivery of ordinary to EXTRA—ordinary. Audiences will arrive at the answer to the one question that will insure raving and loyal fans...what business are you REALLY in?

Colleen Sweeney is the founder of Sweeney Healthcare Enterprises, and she’s on a mission to transform healthcare. Colleen’s most recent position was as Director of Ambassador and Customer Services at Memorial Hospital in South Bend, IN. During her tenure, Memorial consistently ranked in the top deciles of performance in both Press Ganey and HCAHPS measures of the patient experience. Her insights and initiatives were integral to the organization’s success. Colleen also served as the Director of Innovation at Memorial’s School of Innovation, which realized a 3:1 return on investment by utilizing the collective genius of its employees.

A member of the National Speakers Association and a Certified Facilitator with the Tom Peters Company, Colleen holds degrees in nursing and business, and a master’s certificate in project management. Colleen attributes much of her success to an earlier career in improvisational comedy, which taught her to build enthusiasm, think differently about work she does, and help audiences realize the power of possibility which exists within them.
“Optimizing Volunteer Engagement: Straightforward Pathways for Success”
David Rowlee, of Kansas City, MO, is Senior VP and Practice Leader of INTEGRATED Healthcare Strategies’ Engagement Survey division. With over 15 years of healthcare research experience, Dr. Rowlee guides innovative employee and physician measurement solutions for healthcare systems nationwide. Prior to joining INTEGRATED, he served as VP of Research & Development for a leading healthcare consulting firm. In addition to numerous publications, Dr. Rowlee is a nationally recognized engagement strategist, and frequent speaker at leading healthcare conferences. He holds a Master’s and Doctoral degrees in Social Psychology from the University of South Carolina and a professional degree of Demography from Charles University (Prague, Czech Republic).

Healthcare organizations often emphasize the importance of building employee and physician engagement as foundations for ensuring patient care excellence and operational efficiency. Our research echoes this, but also demonstrates the powerful impact engaged volunteers have on organizational performance. This presentation explores the current state of volunteer engagement and ways to improve it. Further, we show how the engagement levels of volunteers often shift based on characteristics such as generation or type of healthcare facility with which they are associated. Specific strategies and solutions for building and sustaining highly engaged volunteers will be offered. Finally, the study culminates with a return-on-investment case study that addresses the value of building volunteer engagement.

Krisi Ondo  Volunteer Services Director
Holy Spirit Hospital, Camp Hill, PA & CCPSDVS President

“Rant & Rave: Participant Questions / Audience’s Best Practices Answers”

1. Karla Bachl  BABM, CAVS / Director, Volunteer Services
Lehigh Valley Health Network, Allentown, PA

“Critical Conversations: How to have the most difficult conversations”
This program will give you tools and ideas for handling the most difficult conversations you may have with volunteers and paid staff. Maintaining relationships while having the right tools to use when having ‘breakthrough’ conversations are critical to being successful in your professional as well as personal life. Helping you understand how to create a safety zone when talking and separating facts from stories are a few key points to this program.

Karla has over 20 years’ experience working with volunteers in healthcare, community, and religious settings, overseeing 1700 volunteers covering 4 hospital sites and many health centers. Karla also is responsible for 4 hospital gift shops and 2 auxiliaries where their combined annual gross sales total over $1.5 million. Her B.S. in Business Mgmt from Albertus Magnus College in New Haven, CT. She holds a degree in Health Science from Trident Technical College in Charleston, SC. She is VP/Preadgent-Elect of the central chapter of PSDVS and VP of the Society of Volunteer Administrators of Lehigh Valley, PA.

2. Ed Callahan  CVA, CAVS, EMT / Director, Volunteer Services
Princeton HealthCare System, Plainsboro, NJ

“Professional Credentialing: A Mark of Excellence”
Do you know the difference between a certificate program and a professional certification? Are you looking to advance your career and add credibility to your work? Credentialing in any profession increases credibility and promotes career development. Join Ed Callahan as he reviews the differences and benefits of the Certified in Volunteer Administration (CVA) and Certified Administrator of Volunteer Services (CAVS) credentials. These performance-based credentialing programs can greatly benefit you and your organization and help validate your understanding and knowledge of volunteer engagement and management.

Prior to joining Princeton HealthCare System, Ed oversaw volunteer operations for the American Red Cross, Blood Services Regional in Philadelphia, PA. He has been involved in the field of volunteer administration for over 10 years and began managing volunteers at a small non-profit in the education sector. Ed has also managed volunteers in nursing homes and with emergency medical service organizations. Ed is on a number of boards including Delaware Valley Assn. of Volunteer Administrators and Human Resource Committee for the Assn. of Leaders in Volunteer Engagement. He does consulting work in volunteer administration and is an active volunteer in his community, serving as an EMT and a long-term care Ombudsman with the PA Department of Aging.

3. Katiee Doll  Volunteer Services Coordinator, Marketing Coordinator
Casa Grande Regional Medical Center, Casa Grande, AZ

“Group Interviewing”
The interviewing techniques used by directors of volunteers are human-resource based and, at times, outdated for both our profession and the current service environment in our communities. Instead of having a goal to find one applicant for one specific position, interviewing in the volunteer services field may be practiced in a more general, group-interviewing process that supports streamlined structures and building stronger relationships. With this strategy you will save time, view group dynamics and enhance volunteer placement.

Katiee came on board at Casa Grande Regional Medical Center four years ago after leaving a corporate position that she held for almost eight years. She is working toward obtaining her Certified Administrator of Volunteer Services and is a presenter at the 2014 AHVRP Conference. Katiee is a professional photographer who owns her own business, Art 2 Soul Photography and has involvement nationally and internationally with photography.
Christi is the Director of Volunteer Services for WellSpan Health. She has been with WellSpan for 7 years and is responsible for over 1,700 Volunteers in addition to other departments, including the Hospitality Shop, Reception Services, Internship Services and Auxiliaries within the health system. She earned her B.S. in Business Administration from Elizabethtown College. Prior to joining WellSpan, she was the Vice President and Branch Administrator for a regional bank. She is very active in the York County community. She has served as the President of the Junior League of York and as Membership Chair for the Women’s Network of York. She is a former board member of Leadership York and also served for several years on the campaign cabinet for United Way of York. Her current duties include serving as Treasurer of PSDVS, as a board member of CrimeStoppers, and as a committee member for both the Emerging Leaders Society and Go Red for Women. She also loves Auburn University football.

Barbra has served 35 years in health care management with 25 years in volunteer services. She has directed Patient Registration, Patient Relations, School Partnership Programs, Pastoral Care, Gift and Consignment Shops, Community Development and Volunteer Services inclusive of hospice programming. Her work experience has also included Liberty Medical Center, Bon Secours Baltimore Healthcare System and Howard County General hospital. Currently, Barbra is a team member for the 12-bed hospice and palliative care unit located at the Loch Raven VA Center. Barbra received her BS Degree in Health Education from Towson University and is currently a candidate in the Master’s Program at Towson University in Applied Gerontology graduating in May 2014. Barbra received her certification in volunteer management from the Association of Health Care Resource Volunteer Professionals (AHVRP) through the American Hospital Association. She is a certified trainer of Hospice and Palliative Care for Veterans through ELNEC (End of Life Nursing Education Consortium). She developed and executed the Compassionate Companions Program at Howard County General and has developed hospice volunteer training/programs in her current position. Barbra has presented volunteer training sessions at the local, state, regional and national levels. With apologies to the Philadelphia Eagles fans, Barbra is an avid Pittsburgh Steelers fan.

Meg Rider holds a B.S. in Social Work from the Richard Stockton College of NJ. She has more than 25 years of experience working with regional and national non-profits and corporations on customer service initiatives, in event and volunteer program management and on public relations and fundraising campaigns. In November 2010, she joined Magee Rehabilitation Hospital as the Community Programs Coordinator for the Wheelchair Sports and Volunteer Programs. Currently she manages the Guest Relations and Volunteer Services departments, manages more than 300 volunteers annually, oversees the front desk and concierge operations and is involved in patient satisfaction, engagement and customer service initiatives. Meg serves as a key leader on Magee’s Culture of Excellence steering committee. Meg also serves as the Vice President of the Pennsylvania Society of Directors of Volunteer Services in Healthcare, Inc., is the co-secretary for the Eastern Chapter for the past 2 years and is the Web Editor for the Delaware Valley Association of Volunteer Administrators. Meg also is a board member of Philly AIDS Thrift and a committee volunteer at the William Way LGBT Community Center in Philadelphia.
Friday, October 17, 2014 — Working Luncheon Program

Cindy Kolarik
Jared Boxes Project

Jared McMullen
of Jared Boxes Legacy

Katiee Doll
Volunteer Services and Marketing Coordinator, Casa Grande Regional Medical Center, Casa Grande, Arizona

Creating and Creative Annual Reports Without Outsourcing: Demonstrating Your Value to Your Administration and the World

Lunch + Education + Prizes: 12:30—2:30 PM
LOCATION: Dean's Hall

This session offers a step-by-step process to build a successful annual report, from initial planning a year and a half before publication with statistics tracking and development of a professional publication, to distribution of the finished product. Multiple examples of reports from various facilities, ranging from spreadsheets to the development of charts and graphs in Excel will be used.

WIN 30+ PRIZES!

Including:

A 2-night stay in NYC's Legendary, Luxury Hotel: The Algonquin

A One-Week Stay in this Eagle Rock Resort Home (Sleeps 9)

A One-Week Stay at Chautauqua Lake, NY

Golf for 4 with Cart at Toftrees Golf Resort State College, PA

Pastel painting — “Bend In the Creek” by Jennifer Shuey

Original glass art work by Kim Filkins

Many GIFT BASKETS! . . . and MUCH, MUCH More
Conference & Hotel Location:

The Penn Stater Conference Center & Hotel
215 Innovation Blvd. (Innovation Park)
State College, PA 16803
www.thepennstaterhotel.psu.edu
Phone: 814-863-5000
Toll Free: 800-233-7505

$125.00* / night (single or double occupancy)
FREE PARKING

PSDVS Reservation ID No: PASJ14C

Suburban hotel and conference center, smoke-free, combining educational resources, technologically sophisticated facility and beautiful mountain views, in the 1,300 acre Penn State Innovation Park on the University Park campus. Sister hotel of the Nittany Lion Inn. (adjacent to Mount Nittany Medical Center)

Amenities include (see web site):
• Fitness center, outdoor trails, lap pool.
• Complimentary shuttle service (Note: priority is given to people needing airport transportation.
• Hair dryer, refrigerator, etc.
• Gift Shop.

$125.00* / night (single or double occupancy)—Conference attendees and their guest(s) are invited to stay the night before & after (October 14 & October 17) at this special rate!

“Celebrating the Nittany Lion Inn’s designation as one of seventeen 4 Diamond hotels in PA!”
Things to See and Do
While You Visit State College —
“Happy Valley” — this Week

Penn State Campus
—www.psu.edu (university web site)
—www.collegian.psu.edu (newspaper)

Bryce Jordan Center
—www.bjc.psu.edu

Eisenhower Auditorium/Centre Stage
—www.cpa.psu.edu/www.theatre.psu.edu

Tuesday, October 14 starting at 7:30 pm.
Aspen Santa Fe Ballet — Eisenhower Auditorium
www.aspensantafeballet.com. Group seating at a dis-
counted price is available
for PSDVS conference attendees
starting June 28 (until at least 9/8/14)

Penn State Arboretum
—www.arboretum.psu.edu

Penn State Creamery

Newspapers / Local Information
—www.centredaily.com
—www.statecollege.com
—www.onwardstate.com
—www.visitpennstate.org (visitors bureau)
—www.cbicc.org (chamber of commerce)

The State Theatre
—www.thestatetheatre.org

Millbrook Marsh —www.crpr.org

Saturday, October 18 — Trick or Trot 5k race
in State College. Check out the Nittany
Valley Track Club’s web site.
—www.nvrun.com

Restaurants to Enjoy with Fellow Attendees During the Conference—
Attendees Will Be Provided Sign-Up Sheets
Before Arriving at Conference

American Alehouse & Grill
—www.americanalehouse.net

The Allen Street Grille
—www.allenstreetgrill.com

Gamble Mill
—www.gamblemill.com

Harrison’s Wine Grill
—www.harrisonsmenu.com

Otto’s Pub & Brewery
—www.ottospubandbrewery.com

Penn Stater Conference Center & Hotel
—Legends (informal)
—The Gardens (more formal)

The Tavern
—www.thetavern.com

Thanks to our Vendors including:

Masquerade
Experience the Frenzy!

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Kilbourne & Kilbourne
Recognition Awards
(800) 967-0800
www.kkawards.com

Scrubs @ beyond
www.scrubsandbeyond.com

Life@Uniform
www.lifeuniform.com

Uniform City
www.uniformcity.com

Silpada
find yourself in it

Robin Guillard
PSDVS CONFERENCE REGISTRATION FORM

Make a blank copy prior to completing. Use a separate form for each registrant. Once completed, keep a copy for your records. Mail (with check) to PSDVS Treasurer, Christi Brown, address indicated below.

<table>
<thead>
<tr>
<th>ATTENDEE INFORMATION (please PRINT)</th>
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<tbody>
<tr>
<td>Name</td>
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<tr>
<th>CONFERENCE REGISTRATION FEES:</th>
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<tr>
<td>“Early Bird” for PSDVS Members $160</td>
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<tr>
<td>Deadline: By August 1, 2014</td>
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<td>For PSDVS members after August 1 $180</td>
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<td>For Non-Members $200</td>
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<td>(includes a FREE membership for 2015)</td>
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<td>SPECIAL THIS YEAR: Invite a Health Care Administrator who is not involved with Volunteer Services to attend Thursday’s Dennis Scanlon and/or Colleen Sweeney sessions (lunch and breaks included) Thursday, October 16 $100</td>
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<td>NOTE: Limited to 90 participants (first come-first served)</td>
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I plan to attend the Wednesday, October 15 BONUS SESSION from 3-5 pm. _____ Yes _____ No

I grant permission to use my photo: _____ Yes _____ No

Are you a first-time attendee? _____ Yes _____ No

If you have food allergies/restrictions, please explain: ___________________________________________

Completed registration forms and checks should be mailed to:
Christi Brown, PSDVS Treasurer
WellSpan Health — Volunteer Services
1001 South George Street
York, PA 17403
Phone: 717-851-2867
FAX: 717-851-3279
Email: cbrown13@wellspan.org

All paid registrations will be confirmed. Registration fees, minus a $50 cancellation fee, are refundable if notice is received by September 8, 2014. NO REFUNDS WILL BE GRANTED AFTER SEPTEMBER 8, 2014.

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PSDVS Reservation ID No: PASJ14C

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Direct any conference questions to:
Alice Clark, Conference Chair
Coordinator, Volunteer Resources Department
Mount Nittany Medical Center
1800 East Park Avenue
State College, PA 16803
Phone: (814) 234-6170
Email: aclark@mountnittany.org
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