Chair's Message

Robert Zamen
AHA COV Chair

Bob Zamen had served on the American Hospital Association’s Committee on Volunteers for three years when he was appointed Chair for 2010.

Bob has been a volunteer at Seton Medical Center Austin for 14 years. He has held many leadership positions including president during the 50th anniversary year of the auxiliary in 2000. Since 1998, Bob has served on the auxiliary/volunteer board. On the state level, Bob has been on the Board of the Texas Association of Healthcare Volunteers since 1999, serving as chair of many committees, including co-chair of the 2000 state convention. He has held various officer positions and was the first male elected president of TAHV in 2007.

Bob is a distinguished military graduate of the University of Missouri and served in the United States Air Force for six years, retiring with the rank of captain.

His professional life can be divided into two distinct parts. Following military service, Bob was an industrial engineer for General Electric and for North American Aviation’s Space Division. While at North American, he had the opportunity and privilege to work on the space capsule for the Apollo Program. His second career was with the Texas Hospital Association where he utilized his experience and expertise in industry as a management engineer (consultant) for nearly a quarter century. He retired from THA as vice president of Management Services.

His professional affiliations included senior membership of the American Institute of Industrial Engineers and fellow of the AHA’s Healthcare Management Information Systems Society. He served on the Board of HIMSS for two years and chaired one of its national conferences. Bob also served on the Board of AHA’s Health Systems Society for two years. He has written for professional journals and presented papers on hospital management, quality, and productivity at several state and national conferences.

Volunteering has always been a part of Bob’s life, from his days as a Jaycee, to participating in election campaigns for congressmen, working election nights, and being an active member of the Friends of the Austin Public Library. He served on that organization’s Board for several years and was a vice president before resigning to focus primarily on healthcare volunteering.

Bob enjoys golf and tennis. He’s also an avid non-fiction reader, and a postal historian. Bob and his wife Barbara, both natives of Illinois, have resided in Austin since 1974. They have two sons and two grandchildren, all of whom reside in Austin.
The Health Reform: What's Next?

The health care reform legislation passed this spring includes many provisions that reflect the AHA’s Health for Life reform framework.

Specifically, it expands coverage to 32 million people through a combination of private and public sector insurance expansions. It also puts in place important insurance reforms that will go a long way toward ensuring people can access coverage.

The legislation also includes delivery system reforms that hold great promise for improving quality, including: allowing hospitals to play a leadership role in forming accountable care organizations (ACO); establishing pilot programs and demonstration programs for bundling services and gain-sharing; establishing a hospital value-based purchasing program in a manner consistent with AHA principles; and allowing the HHS to waive regulatory barriers to clinical integration and delivery reform efforts under the ACO and demonstration projects.

It takes other steps to increase efficiency and affordability by simplifying administrative requirements to cut down on the red tape that is choking today’s health care system.

In addition, it takes significant steps to shift focus toward prevention and wellness by: providing Medicare beneficiaries with annual wellness visits and access to evidence-based preventive services with zero cost sharing; and creating 12.9 billion dollar prevention and public health fund, a new public health council, an education/outreach campaign and various initiatives to create healthier communities.

Does the bill include everything we want? No. The legislation is not perfect, but it lays a solid foundation upon which we can continue to build. The alternative was an immediate focus exclusively on deficit reduction and budget cutting with no significant coverage expansions.

The debate in Congress may be over, but the hard work for hospitals has only just begun. Rest assured that the AHA will be there to support hospitals at every step of implementation. We will continue to work with the administration, Congress and all stakeholders to make the necessary refinements that will be inevitable, given the scope of any reform of this magnitude. We will also work with the administration as regulations implementing provisions of the new law are proposed and finalized.

The debate is now over, but the work is just beginning.
Circle of Care (Spiritual Support for Volunteers)

The Spiritual Care Volunteer Department at Orlando Health is offering group and individual Spiritual Direction to provide a self care program for our volunteers. This program is under the direction of a qualified Spiritual Director who provides an open environment for sharing and discovery. Participants of the program are in a circle of caring volunteers who affirm and encourage each other.

These volunteers are involved daily, in direct patient care. Some are members of the No One Dies Alone team and provide spiritual and emotional support for patients in the dying process who have no family. We also offer respite time for families to leave the bedside of a dying patient with confidence that their loved one is not alone.

Due to the nature of care our Spiritual Care Volunteers provide we thought it essential to offer a supportive self care program. Spiritual Direction is an invitation to explore all the important questions in our lives. It is an opportunity to speak, listen, notice and be still in the wondering. In Spiritual Direction, we experience a safe environment where we can “unpack” our questions without fear of judgment. In that freedom, we reflect deeply on our life or volunteer experiences, often discovering that the questions and the answers are more common than we realize.

Spiritual Direction is a gift for people of all faiths as well as those with no religious affiliation. The quest of the human spirit is universal. Spiritual Direction offers a unique opportunity for:

- Greater self awareness
- Discernment for difficult choices
- New insight from one’s own story
- Integrating spirituality and work (volunteerism)
- Deeper connection with self, others, and the sacred
- Trust in one’s own spiritual resources

Each of us is created with a longing for meaning and purpose. It is a longing which calls us to explore our own truth and spiritual path. A Spiritual Director is someone who is educated and experienced in listening to the stories and questions of others. Embracing a journey of spiritual formation themselves, they are seasoned in the art of spiritual direction and are sojourners, or companions, with others in the process of discovery.

Phyllis Fitzwater, CDVS
Orlando Health
Orlando, FL

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Mercy Auxiliary Supports New Local Non-Profit Center

At Mercy Medical Center in Cedar Rapids, Iowa, providing space for local nonprofits has been a tradition for many years. But when the devastating floods of 2008 irrevocably damaged the hospital’s Family Practice Building which housed many non-profit agencies, it became clear an alternative site was needed and a plan was formulated to establish a nearby downtown building as a nonprofit community facility.

The Sister Mary Lawrence Community Center primarily will be funded by Mercy, which is providing the land and the building, foregoing any profit potential from revenue-generating tenants. Renovation costs are estimated at $1.5 million. The Center will ensure many of the non-profit organizations impacted by the floods are able to continue to provide vital services to support the needs of those most vulnerable in our community. Tenants for the building include: Kids First, Young Parents Network (Administrative Offices), Programmatic Activities and Wee Care Shop, the Boys & Girls Club, and Gems of Hope. Requests for space continue to be received and Mercy is compiling a list of additional community nonprofit partners for occupancy.

Mercy’s Auxiliary, the fundraising arm of the hospital’s Volunteer Services, donates thousands of dollars each year to designated causes. When they heard about the Center, they were excited to lend their support. These dedicated volunteers have generously offered to donate money raised via their fundraising efforts over the next two years to the new community center. The Auxiliary became a part of Mercy in 1923 and has donated more than $4 million to various Mercy projects over the years.

Mercy Flowers and Gifts is a service operated by the Mercy Auxiliary, who also help staff the shop. Proceeds are used to support hospital’s efforts, and the Center will be the recipient of these funds for the next two years. Uncommon Grounds, Mercy’s coffee shop, is also run by the Auxiliary. Uncommon Grounds features specialty hot and cold coffee, tea and smoothies, all prepared with expert hands and a friendly smile. Dollars raised at the coffee shop will be targeted toward the Center as well.

In addition to financial support from the Auxiliary, support will also come from the Mercy Foundation’s Sister Mary Lawrence Fund, which kicked off this spring in commemoration of Sr. Lawrence’s May 14 birthday. A former Mercy administrator, chairman of the board, and founder of the Mercy Foundation, Sr. Mary Lawrence would have celebrated her 100th birthday this year. The new Community Center will memorialize her as a highly-respected community advocate.

The Hall and Perrine families were among the earliest Mercy supporters and their continued generosity is evidenced by the award of a $600,000 grant from the Hall-Perrine Foundation. Community leaders Howard Hall and Beahl Perrine were supporters of Sr. Mary Lawrence and developed a strong relationship with her throughout her long career at Mercy.

The Center is currently under construction and is scheduled for completion in winter 2010-11.

Mary L. Wendel
Mercy Medical Center
Cedar Rapids, IA

Register to attend the 2010 AHVRP Annual Conference Today!

visit www.todaysvolunteer.org
Theme for Partners of Wisconsin Hospital Association Has Been a “Success”

Partners of Wisconsin Hospital Association, representing over 11,000 hospital volunteers has been following a unique theme the past two years. President Ann Bergmann knew she wanted to design a theme that could easily connect members of the organization in various and common ways. Thus, the theme, “Recipe for Success: Be The Best You Can Be” was created. There is more background to the theme, too, as Ann co-hosts a weekly live radio show, “In The Kitchen With Sally & Ann”. The theme was explained by Ann to SAL leaders at their recent Washington, D.C. meeting.

Ann explained, “Our 2009-10 focus was to share with our members that ‘being the best you can be’ applies to all our hospital volunteers…you can be the best hospital greeter, the best bake sale pie baker, the best committee chair, district and state officers, etc.” Also, the state community health education project revolved around the theme by challenging local and district organizations to look at their personal health striving to make it “the best it can be”.

The excitement for the year began in April at Spring District Meetings held throughout the state. Officers donned their aprons and carrying mixing bowls facilitated “Ingredients for Successful Leadership Development” and “Ingredients for Successful Recruitment/Retention” networking sessions. All those good ingredients were then collected in the officer’s mixing bowls. Also, information about the fall 2009 convention was provided including inviting everyone to have more fun around the Partner’s theme and take part in an apron fashion show.

Everything from the registration packet to the chef’s shirts worn by the hospitality guides exemplified the convention theme. Even hospitality night was held in “the mixing bowl”. Nearly 100% of the 370+ attendees took part in the apron fashion show, many creating aprons especially for the event. Workshops were held to educate Partner’s membership on how to be successful leaders and also how to be successful in creating healthy lives for ourselves and our families.

Year two has continued following the theme with spring district meetings again holding networking sessions. The ingredients needed were “Ingredients for Successful Fundraising” and Ingredients for a Successful Gift Shop”. President Bergmann shared with the districts that all the ingredients for a successful Partners organization that have been gathered over the last two years plus additional information will be used in creating a cookbook, “Partners of Wisconsin Hospital Association: Recipe for Success”. This cookbook will be distributed at the October 2010 convention. This year’s convention is titled, “Partners of WHA, Cookin’ in Titletown!” The meeting will be held in Green Bay. Go Packers!

Ann Bergmann
Partners of Wisconsin Hospital Association
Cumberland, WI

Got Questions? ASK THE SAL LISTSERV®

Make contributions to topics via the SAL LISTSERV®, your instant connection to your healthcare volunteer management peers!

Send a Message
To send a message to your peers send your email to salcovlist@ahals.aha.org. Make sure to include an appropriate subject line.

Responding to a Message
To reply to messages you receive from the LISTSERV®, be sure that the send-to address appears as “salcovlist@ahals.aha.org”. Make sure to remove any unnecessary words from the subject line. This is very helpful for archiving messages under proper topics. Messages that contain these words in the subject line will not be approved.

To reply directly to a member of the list, forward the e-mail and copy and paste his/her e-mail address into the “To” line. Visit www.todaysvolunteer.org and go to Auxiliaries & Volunteers tab and select SAL LISTSERV® for more information on any of the LISTSERV® features.

Stay Connected Today!
A Night to Remember

0 years of caring, 50 years of giving, 50 years of service – a repeated theme as the INTEGRIS Baptist Medical Center Volunteer Auxiliary celebrated their 50th Anniversary on April 20, 2010, at the Jim Thorpe Museum and Event Center, in Oklahoma City, Oklahoma. This special group of 385 dedicated volunteers and their guests were honored by tributes from the Chief Executive Officer of INTEGRIS Health, Bruce Lawrence; President of INTEGRIS Baptist Medical Center, Chris Hammes; and recently retired Chief Executive Officer of INTEGRIS Health and current Chairman of the Family of Foundations with INTEGRIS Health, Stanley Hupfeld. They celebrated the financial gifts of more than 10 million dollars over the past 50 years; the gift of time that exceeded 125 Million hours; as well as the rich history of their distinguished volunteer organization. The Auxiliary was also recognized by their city and state government with a Proclamation and a Commendation for their outstanding service.

The theme of the evening was “Leaving a Legacy” and each volunteer was presented a crystal vase etched with the logo designed for their special year and a lapel pin bearing the same design. INTEGRIS Foundation presented each volunteer an address book with the cover bearing their 50th Anniversary logo embossed in gold. A gift for all in attendance was a commemorative ink pen with the 50th logo. Throughout the evening, entertainment was provided by a harpist, as well as a video featuring Past-Presidents of the Auxiliary and Life-time Members sharing their most memorable moments as a volunteer and why they do what they do.

The evening was closed with a celebratory sparkling juice toast offered by Jay Henry, retired Administrator of Baptist Medical Center.

Daisy McNeill, CAVS
INTEGRIS Baptist Medical Center
Oklahoma, OK

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A Night at the Arch Event
Saturday, October 2, 2010
7:00 – 10:00 p.m.

Yes, I can’t wait to ride the trams up the arch, see the museum, hear live jazz music, enjoy a fabulous dinner and drinks, and meet the sponsors of this fun event! The St. Louis Arch is considered the Gateway to the West. Come see what all the fuss is about! Bussing provided from Union Station Marriott to The Arch.

- Reservations/ticket per person: $40.00
- Deadline for reservations/ticket is September 16, 2010
- You will receive your ticket at conference check-in
- Only 250 tickets available!
- If there are any unsold tickets, they will be available for sale at the conference for $50 per person.
- Busses for attendees with reservations for this event will leave Union Station Marriott at 6:30 p.m. and return beginning 10:00 p.m.

If paying with a check or need an invoice, please download the form found at AHVRP Annual Conference website at: www.todaysvolunteer.org >Education & Awards >Annual Conference & Exhibits.

*Make checks payable to MAHVRP.
Christina Laun from the website BeyondAfter writes, “The human brain cell can hold five times as much information as the Encyclopedia Britannica, or any other encyclopedia for that matter. Scientists have yet to settle on a definitive amount, but the storage capacity of the brain in electronic terms is thought to be between 3 or even 1,000 terabytes. The National Archives of Britain, containing over 900 years of history, only takes up 70 terabytes, making your brain’s memory power pretty darn impressive.”

Does your life have you so stressed or burned out that you cannot even begin to think about using your brain space? Well, my friends, attend the best conference ever – the AHVRP Annual Meeting Leadership Conference & Trade Show and fill up with new knowledge and experiences guaranteed to renew your mind, body and spirit. You will also want to relax with shopping, fine dining, and an Evening at the Arch with live music. There is something for everyone. What more could you ask for at a conference with your peers? Hope to see all of you in St. Louis where we will be…Navigating Our Future Through a Changing Frontier.

Stephanie Spradling, CAVS
Co-Chair Conference Committee Planning
Springfield, MO
AHVRP, AHA Committee on Volunteers & AHA Auxilians

SILENT AUCTION 2010

SHOW YOUR SUPPORT!

Suggested Auction Items include, but are not limited to:

- Airfare
- Artwork
- Gift Baskets
- Gift Certificates
- Houseware
- Jewelry
- Time Share
- Weekend Getaways
- Wine

Send contributions and procurement form to:

Siteman Cancer Center
Attn: Kylie Latham/Angela Bush (7-9095)
Re: AHVRP
660 South Euclid Ave.
Campus Box 8100
St. Louis, MO 63110
P: (314) 747-9095
E: klatham@dom.wustl.edu

ANNUAL CONFERENCE BROCHURE IS NOW AVAILABLE ONLINE!

www.todaysvolunteer.org
# 2010 AHVRP Annual Conference at a Glance

<table>
<thead>
<tr>
<th>Wednesday, September 29</th>
<th>Friday, October 1</th>
<th>Sunday, October 3</th>
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<tbody>
<tr>
<td>10:00a - 6:00p</td>
<td>7:00a - 5:00p</td>
<td>7:00a - 12:00p</td>
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<tr>
<td>Registration/Hospitality</td>
<td>Registration/Hospitality/50-50 Raffle</td>
<td>Registration/Hospitality</td>
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<td>7:00a - 8:30a</td>
<td>7:30a - 9:00a</td>
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<td></td>
<td>Principles Module II: Legal Awareness of Volunteer Administrators</td>
<td>Networking Table Topics</td>
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<td>7:00a - 10:00a</td>
<td>7:30a - 9:00a</td>
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<td>8:00a - 12:00p</td>
<td>Book Store/Cyber Café</td>
<td>AHVRP Annual Business Meeting &amp; Breakfast</td>
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<td>Bring Your Own Breakfast</td>
<td>8:00a - 6:00p</td>
<td>7:30a - 9:00a</td>
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<tr>
<td>Networking Session*</td>
<td>Book Store/Cyber Café</td>
<td>Auxiliary/ Volunteer Breakfast Meeting</td>
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<td>8:00a - 10:00a</td>
<td>8:45a - 10:00a</td>
<td>9:15a - 10:45a</td>
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<tr>
<td>Intensive Session &amp; Lunch*</td>
<td>General Leadership Session</td>
<td>AHVRP Board and Member Dialogue</td>
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<td>Retail Operations Intensive Session &amp; Lunch*</td>
<td>10:15a - 2:15p</td>
<td>10:45a - 12:00p</td>
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<tr>
<td>12:30p - 4:15p</td>
<td>Trade Show/Silent Auction/50-50 Raffle</td>
<td>Extraordinary Awards Program &amp; Luncheon</td>
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<tr>
<td>State Auxiliary Leaders Fall Invitational Meeting*</td>
<td>12:00p - 2:00p</td>
<td>4:15a - 5:45p</td>
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<td>1:00p - 4:00p</td>
<td>Exhibit Hall Lunch</td>
<td>Concurrent Sessions III</td>
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<tr>
<td>AHVRP Certification Examination</td>
<td>2:30p - 4:00p</td>
<td>7:00p - 10:00pm</td>
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<td>1:00p - 4:15p</td>
<td>Concurrent Sessions I</td>
<td>A Night at the Arch*</td>
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<tr>
<td>Affiliated Groups and VISN Leaders Invitational Meeting</td>
<td>4:15p - 5:45p</td>
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<td>4:30p - 5:15p</td>
<td>Concurrent Sessions II</td>
<td>Registration/Hospitality</td>
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<tr>
<td>First-Time Attendees Meetings</td>
<td>6:00p - 8:00p</td>
<td>7:30a - 9:00a</td>
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<td>5:30p - 7:00p</td>
<td>Celebration Reception and Entertainment</td>
<td>AHVRP Annual Business Meeting</td>
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<td>Opening Ceremony/Keynote Address</td>
<td>7:00a - 5:00p</td>
<td>9:15a - 10:45a</td>
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<td>7:15p - 9:15p</td>
<td>Registration/Hospitality/50-50 Raffle</td>
<td>Concurrent Sessions V</td>
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<tr>
<td>Trade Show Opening and Reception/Silent Auction/50-50 Raffle</td>
<td>7:30a - 9:00a</td>
<td>11:00a - 12:30p</td>
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<td></td>
<td>Networking Table Topics</td>
<td>Closiing Session</td>
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*Optional, separate pricing/pre-register.
### AHVRP Annual Conference Sessions

**including Principles and Retail Operations Tracks**

*(As of 07/29/10 – subject to change)*

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<tr>
<td>CONCURRENT III</td>
<td>Sat. 10/02 2:30 – 4:00p</td>
<td>Sally Rundquist A-DVS</td>
<td>Volunteer Nurse Program: A Panel of Experts Discussing Successful Implementations</td>
<td>Retention… the Other Half of Recruitment (Repeats)</td>
<td>From the Inside Out: How Your Perceived Value Impacts Your Department’s Ability to Get Support (Repeats)</td>
<td>Diversity… “adding value and community to your volunteer organization”</td>
<td>Change-Ready or Change-Resistant?</td>
<td>Gift Shop Panel of Experts</td>
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<td>CONCURRENT IV</td>
<td>Sat. 10/02 4:15 – 5:45p</td>
<td>Kathy Head I-DVS/AUX/VOL</td>
<td>Back to the Future: Palliative Care in the 21st Century</td>
<td>Leveraging Generational Differences</td>
<td>How to Excel Your Volunteer Programs</td>
<td>Packaging with Partners: Productivity and “Prosperity” through Partnerships</td>
<td>META-Leadership for Volunteer Leader Professionals</td>
<td>Retail Revival</td>
</tr>
<tr>
<td>CONCURRENT V</td>
<td>Sun. 10/03 9:15 – 10:45a</td>
<td>Julie Hudtloff I-DVS/AUX/VOL</td>
<td>Enhancing Volunteer Experiences Utilizing a Volunteer and Family Advisory Committee</td>
<td>Chasing Porcupines: How to Work with Prickly People</td>
<td>From the Inside Out: How Your Perceived Value Impacts Your Department’s Ability to Get Support (Repeat)</td>
<td>The Sound of Collaboration</td>
<td>A Fresh View of the Hospital Gift Shop</td>
<td>Module VI Technology, Tools, and Professional Development</td>
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**SIX CERTIFICATION DOMAIN AREAS**

- Certification Domain Areas
- Retail Operations
- Principles of Volunteer Resource Management
# Committee on Volunteers

<table>
<thead>
<tr>
<th>Name</th>
<th>State Hospital</th>
<th>Contact</th>
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<tbody>
<tr>
<td><strong>Chair-Officer</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Robert Zamen</td>
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<tr>
<td><strong>Immediate Past-Chair</strong></td>
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</tr>
<tr>
<td>Susan Lynch</td>
<td>Auxilllan Franciscan Skemp Healthcare &amp; Auxiliary La Crosse, WI</td>
<td>1250 S. Washington St. Unit 103 Alexandria, VA 22314 P: 608.781.3991 F: No Fax E: <a href="mailto:kells52@aol.com">kells52@aol.com</a></td>
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<td>Volunteer Memorial Hermann Memorial City Medical Center Houston, TX</td>
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</tr>
<tr>
<td>Vickie Morgan, CAVS</td>
<td>Director of Volunteer Services Mount Nittany Medical Center State College, PA</td>
<td>1800 East Park Ave. State College, PA 16803 P: 814.231.7126 F: 814.231.7184 E: <a href="mailto:vmorgan@mountnittany.org">vmorgan@mountnittany.org</a></td>
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<tr>
<td>Peggy Russo</td>
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<td>2227 Derringer Ave. The Villages, FL 32162 P: 410.251.7969 F: No Fax E: <a href="mailto:pegorusso13@comcast.net">pegorusso13@comcast.net</a></td>
</tr>
<tr>
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<td>Volunteer Fairchild Medical Center Yreka, CA</td>
<td>Medical Center: 444 Bruce St. Yreka, CA 96097 P: 530.842.4121 Home: PO Box 339 520 Holcomb Rd. Montague, CA 96064 P: 530.842.5255 F: 530.842.7783 E: <a href="mailto:deanneterry@yahoo.com">deanneterry@yahoo.com</a></td>
</tr>
<tr>
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<td>Director of Volunteer Services Saint Luke’s Hospital of Kansas City Kansas City, MO</td>
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</tr>
<tr>
<td><strong>Ex-Officio</strong></td>
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<tr>
<td>Carol Allen, CAVS</td>
<td>DVS/ Patient Advocate Sunnyside Community Hospital Sunnyside, WA</td>
<td>P.O. Box 719 Sunnyside, WA 98944 P: 509.837.1627 F: 509.837.1512 E: <a href="mailto:carol.allen@sunnysidehospital.org">carol.allen@sunnysidehospital.org</a></td>
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### Expires 2011

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Institution</th>
<th>Address/Contact Information</th>
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<tbody>
<tr>
<td>Joyce Buckner</td>
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</tr>
<tr>
<td>Daria Martin</td>
<td>Auxilian</td>
<td>995 Ravine Rd. North St Johns, FL 32259 P: 904.287.3197 F: No Fax E: <a href="mailto:dmtm@bellsouth.net">dmtm@bellsouth.net</a></td>
</tr>
<tr>
<td>Barbara D. Bergin</td>
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### Expires 2012

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**Has Your Information Changed?**

Submit your changes to Noemi Escutia by sending an email to nescutia@aha.org or fax your information to (312) 278-0884
AHVRP Annual Meeting Leadership Conference & Trade Show in collaboration with Auxiliaries, Volunteers and Retail Operations Professionals
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