

TADVS Website: www.tadvs.org



Highlight your volunteer program, send photo's, or share your best practices!
Email to PGarcia@echd.org
Deadline for next issue is Sept 14th

Ask TADVS!



Welcome to *ASK TADVS!*
We will feature questions asked by our TADVS membership and the responses received. As part of your membership you have access to collegial networking from across Texas at the tip of your fingers! Do you have a question; email it to Heather Rojas, Vice-President at heatherr@richardsonhealth.com



Barbara Boucher, MBA, CAVS

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Enhancing Professionalism
...Adding Value

Taking the Leadership Challenge



A Message from the President

Greetings Fellow TADVS Colleagues!

What a great pleasure it is to have been elected your president for TADVS. Thanks to the support and advocacy of The Methodist Hospital System in Houston, TADVS Board of Directors, Standing Committees and District Directors, I feel privileged to take on the leadership role of such a great organization.

For this year's theme, I have selected *Enhancing Professionalism...Adding Value* to focus on the need for volunteer directors to enhance their level of professionalism so that they can gain respect and recognition for their expertise in volunteer program

management. Incorporating professional business methods like strategic plans, marketing plans, SWOT analysis, program assessments, operational improvement strategies, benchmarking, and branding add value to the organization and establishes Volunteer Services as a legitimate business unit.

In the current business climate of downsizing and realigning volunteer departments, management and administrative roles are being significantly impacted, often resulting in loss of leadership positions. Membership in TADVS keeps volunteer administrators informed of marketplace developments as well as providing educational and networking

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Question:

I am curious...Is anyone experiencing changes or limitations on your fundraisers due to the potential union activity? We have a no solicitations policy but have always been able to hold fundraisers through our Auxiliary. Now we are being asked to limit our fundraisers, we are not allowed to advertise our fundraisers electronically to our employees, and the fundraisers have to be limited and discreet. There was even discussion about any outside vendors needed to be "not-for-profit" and give the Auxiliary back 100% of the sales! Anyone know of a company like that?
Thanks for sharing!
Heather

Response:

From Vicky
Yikes! That's a scary thought. We have a no solicitations policy too, but have always been able to fund raise through the Auxiliary because it does benefit hospital programs, scholarships, etc... and is an important part of the Auxiliary's mission. It seems like it's comparing apples to oranges. Are the unions willing to come in and provide fundraising with a 20% rebate to benefit hospital programs? I thought their only mission was to come in and promote themselves and get employees to sign up to join the union. Where's the philanthropic mission there?

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"The traditional volunteer functions have been expanded by many hospitals, but the volunteer workforce is experiencing a "shortage."

An Interview with Dan Stultz

M.D., FACP, FACHE

President/CEO

Texas Hospital Association

(Interview in June 2009)

Q: Hospital and healthcare organizations are experiencing tighter budget belts than we've seen in quite some time. As a former CEO of a hospital, do you see hospital administrations working closer with Volunteer Services Departments than in previous years? Why?

A: Yes. Tighter budgets do affect the role of volunteers. The traditional volunteer functions have been expanded by many hospitals, but the volunteer workforce is experiencing a "shortage." Many of the traditional people who have volunteered are not there, and I know from talking to a number of volunteer coordinators that they have recruiting issues. So, it is especially important that the CEOs in the hospitals work closely with Volunteer Services Departments to maintain their hospital volunteer workforce and plan for the future.

Q: What are the goals for THA this year and how can TADVS assist you with getting the word out and accomplishing these goals?

A: THA's year is almost over in terms of goals because the legislative session has been the priority. As I'm answering your questions, the session is five days from adjournment. The volunteers helped significantly with the nursing shortage issue which resonated because of the good work at the Capitol by a variety of people including the Texas Nursing Workforce Coalition. It appears to have resulted in success. The budget includes \$50 million for nursing education, including \$30 million in upfront dollars to increase enrollment in fall 2009.

The other thing that I've appreciated is TADVS' interest in the legislative process because we have some



Dan Stultz,
M.D., FACP, FACHE
President / CEO of THA

physicians, nurses and administrators who do not take an active interest. The interest and willingness to work on the nursing shortage issue and keep that in the front of everyone's mind as we went into the session contributed a great deal to our success.

Q: Is THA currently collaborating with any other state or national program(s) which can help us make THA's State Priority Issues a reality?

A: There are several quality initiatives that the state is working on with our help and there are several federal lobbying issues especially around health care reform that we are working on with AHA. The larger issues of quality and care practice and using best practices across state lines is more difficult but will need some standardized work eventually. The Dartmouth Atlas continuously reminds us of the variation in care and the variation in treatment.

Texas Hospital Association

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Membership Corner submitted by Heather Rojas

Dedicated to the hundreds of volunteer directors and managers throughout the state of Texas!

Welcome!



New TADVS Members

Catherine Clark, District 4B
Memorial Hermann
Sugar Land Hospital

Anna Lee Hicks, District 8B
Christus Santa Rosa Hospital
New Braunfels

Tonya Macias District 1B
Texas Tech University HSC
Lubbock

2009 Membership

Memberships Paid – 73

Memberships Due - 35

For Membership Information Contact:

Vice-President Membership
Heather Rojas, CAVS
Director, Volunteer Services
Richardson Regional Medical Center
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TADVS – Texas Hosts 2009 State Leadership Conference



Julia Hunt, President of AHVRP and Rolanda Fullham, Past President TADVS

Leading with Creativity and Conviction was this year's theme for the TADVS 2009 State Leadership Conference, February 15-18 at Hilton Park Cities in Dallas, Texas.

“Despite the economic challenges, fantastic networking, food and fun was had by 71 attendees. CAVS leadership was well represented with 22 credentialed members in attendance. Twenty-one Gift Shops managers were also in attendance at the conference and a total 31 of participants attended the Dallas Market Center.” expressed Heather Rojas, CAVS, 2009 TADVS Education Chair for Conference.

Exceptional speakers presented the latest on cutting edge volunteer management issues and concepts. To name a few topics included, The Joint Commission, Customer Service, Best Practices, and Reigniting Our Passion for Service.

As a part of TADVS's continued commitment to education to membership, it is always great news to know that Conference Scholarships were awarded to 4 conference attendees! With the generosity and participation of membership, TADVS is fortunate to self-sustain the scholarship program from proceeds of the Silent Auction held at conference. In addition to the silent auction proceeds, the scholarship program also received proceeds from monies raised from the 50/50 Raffle.



Make plans for February 2010 TADVS State Leadership Conference

Membership Report

- **108 active members + 8 honorary members**
- **Dual membership** - offered through TADVS. It is \$200 for both TADVS and AHVRP dues. This year, we have received dual membership payments from 20 of our members.
- **\$75 Membership Fee**
- **The membership directory** - distributed to members attending the annual conference.
- **Perks/benefits to membership**
 - ✓ Annual Education Conference
 - ✓ Professional networking with peers
 - ✓ The Net-Works Newsletter
 - ✓ Access to Email Resource Network
 - ✓ Complimentary THA Publications

Save the Date



TADVS 2010 State Conference

Submitted by: Kathyne Butler

Enhancing Professionalism, Adding Value

Annual Educational Conference

February 7-10, 2010

The Double Tree Hotel Downtown

Houston, Texas

Early registration for members and retail managers will be \$330 again, and \$360 for regular registration. If more than one person attends from your hospital, there will be a \$30 discount on the 2nd person and up.

If you need to pay your membership dues, it would be \$405 for early registration, and \$435 for regular registration.

Non-members will pay \$430 for early registration, and \$460 for regular registration.

The pre-training gift shop tour will be \$20.00

The game night will be \$30.00 (this covers the cost of dinner and drinks).

**For More information contact Conference Chair:
Kathyne Butler**

Community Development Coordinator
Volunteer Services
The Methodist Hospital
Phone: 713-441-3290
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www.methodisthealth.com/volunteer

Conference Educational and Retail tracks on page 7- 8

Check next issue or www.tadvs.org for latest details on conference.

St. Luke's Volunteer Receives 2009 Mayor's Volunteer Houston Award!

Submitted by: Pam Lemp



Rebecca Butler-Holder, a transplant recipient at St. Luke's Episcopal Hospital and a longtime volunteer with the St. Luke's Heart Exchange and St. Luke's Episcopal Hospital Auxiliary, has been named a 2009 Mayor's Volunteer Houston Awards honoree.

"Rebecca is a remarkable ambassador for St. Luke's and the importance of organ donation," said Pamela A. Lemp, CAVS, director, Volunteer Services, St. Luke's Episcopal Hospital. "She has logged more than 3,500 hours of service in almost nine years and has positively affected the lives of countless people through her service."

Born with cyanotic congenital heart disease, Butler-Holder has defied the odds of survival since birth. Bravely and stubbornly opting to live as much of a normal life as possible with this disease, she eventually became a St. Luke's heart patient at the age of 12. Despite warnings she would not live a normal life, she later married and in 1984, she gave birth to a son that caused the disease to rapidly progress. Butler-Holder received a heart and double lung transplant at St. Luke's Episcopal Hospital in 1999, after which she soon became an active St. Luke's volunteer. Through the gift of organ donation, she lives a fulfilling life as a wife, mother and volunteer

Volunteer Houston, in partnership with the Mayor of the City of Houston, has presented *The Mayor's Volunteer Houston Awards* since 1984. The program promotes volunteerism by recognizing local citizens for acts of uncommon volunteer service in eight categories: health, civic, community development, cultural and performing arts, education, groups, social service and youth.



Getting to Know You...Spotlight on TADVS District

TADVS District Director 7AB



Elaine Seeber, CAVS
Manager, Auxiliary & Volunteer Office
Hillcrest Baptist Medical Center, Waco, TX
254-202-9591

What is role/function in your healthcare organization?
 Manager, Volunteer Services and Auxiliary

How long have you worked in your position?
 At Hillcrest for 29 years, this position for 9

As a District Director, what would you like for TADVS members who are located in your region to know about TADVS?

The friends I have made are priceless. Not only do we care about each other professionally but personally as well. We are a "willing to help" organization and enjoy sharing ideas and programs. The knowledge I gain from TADVS has been an insurmountable amount of help.

What networking opportunities are there for TADVS members in your region?

I attend the Metro Director's of Volunteer Services in the Dallas area and just recently we have started Central Texas Volunteer Services that includes Waco, Temple, Killeen, Round Rock and Austin areas.

What do you like most about the volunteer management profession?

I consider my position as a ministry. There is always someone to help and each day is a new experience.

What is the number one question you receive from TADVS members in your region?

Recruiting ideas.....

Ask TADVS!



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From Lynn:

A solution might be then to have 'trunk sales' through your Gift Shop. Ours have traditionally been separate – but they cannot really say too much about an expanded Gift Shop sale – after all we ALL use vendors in our Gift Shop and they are for profit vendors. We get 100% of the sales – we just have a cost up front and maybe that is how we will have to formally handle them from now on. Who can afford the inventory they bring but perhaps it could be a paper trail.

From Cara:

We have been warned of what may come and even had a training on the 'terrorist' tactics of these unions to get in. The liability for the hospital is that if we allow outside vendors in then we have to allow the union. This is going to cripple the Auxiliary and hospital – we will all end up like GM, but they don't care about that. I know the unions are big in California, so wonder what they are doing to raise money?

From Carolyn:

This very thing came up last month on a conference call with all the THR hospitals. We had to all submit how many fundraisers we have per year and dollars made. We are waiting to hear where we go from here.

From Cindy:

Yes, I have not accepted new vendors for about 18 months because of this and I am not even talking to anyone new for next year. My administration wants to take no chances. Yes, I have an Auxiliary but I just had to explain the situation to them and reassure them that the time and support they give the hospital is more important than their financial contribution and that if we were to be sued by the union and/or forced to allow them in, they could really hurt a community hospital like us.

From Dede:

No, haven't heard about this, but I would like to know the results. Thank you

From Melinda:

Oh, my gosh! This can be devastating to the Aux. Hope I don't experience this with our fundraisers. GOOD LUCK!

AHVRP – National Spotlight 2009 Conference and Election Results

The AHVRP 2009 Committee on Nominations is pleased to announce the elected officials of the 2009 Elections for Board Members at Large and the Committee on Nominations. Join us in congratulating:

Board Members

President- Elect

Daisy McNeill, CAVS
Director of Volunteer Services
INTEGRIS Baptist Medical Center
Oklahoma City, OK
Board Members at Large

Serving three-year terms

Nancy Fincher Williams, CAVS
Director of Volunteer Services
The Medical Center
Columbus, GA

Patricia Garcia, CAVS
Director of Volunteer Services
Medical Center Hospital Odessa
Odessa, TX

Mary Rahaim, CAVS
Director of Volunteer Services
The William W. Backus Hospital
Norwich, CT

Committee on Nominations

serving one-year terms

Barbara Boucher, MBA, CAVS
Director Volunteer Services
The Methodist Hospital
Houston, TX

Debi Dockins, CAVS
Director, Volunteer Services/Customer
Service Team Leader
Gritman Medical Center
Moscow, ID

Joey Frost, BSW, CAVS
Director of Volunteer Services
Deaconess Medical Center and Valley
Hospital & Medical Center
Spokane, WA

Beverly Taulbee, CAVS
Manager of Volunteer Services
Saint Luke's Northland Hospital
Kansas City, MO

These members will continue to serve on the AHVRP board:

Carol Allen, CAVS,

President; Julia Hunt, CAVS
Immediate Past President

Board Members at Large:

Kelley Boothby, CAVS

Randall Elms, CAVS

Stacy Scott Berteau, CAVS

Julie Vandernoot, CAVS

All newly elected officials begin their terms on January 1, 2010.

2009 National Conference: August 27-30, 2009, Phoenix, AZ
For AHVRP Conference Registration and Deadline Information go to:
<http://www.ahvrp.org/ahvrp/conference/files/annual-conf-brochure09.pdf>
AHVRP National Office: (312) 422-3939

Source: www.ahvrp.org



Continued from page 1, Message from the President

opportunities that are invaluable to validating the importance of professional leadership of volunteer programs within healthcare organizations. As members of TADVS, we can learn a great deal from one another. Through effective communication and sharing leadership strategies, we can become fervent advocates for our profession. How do we balance the daily demands of remaining accessible and customer service friendly to volunteers while advancing in our profession to work alongside our fellow department heads and meeting the goals of executive management? Few managers in healthcare organizations realize the complexity of the volunteer administrator's role or understand the multiplicity of skills and knowledge required to do our jobs. This profession is definitely not for the faint of heart. On the positive side, there is hardly a career that can be more satisfying or personally rewarding. We are fortunate to work with people every day who are motivated by kindness, altruism and giving back to their community.

I encourage you to take the TADVS Leadership Challenge by asking yourself the following questions:

T – TRAINING - Are we dedicated to our profession by committing to consistent professional development through ongoing training?

A – ADVOCACY – How do we advocate for our profession? Do we know what our professional standards are? Do we uphold them?

D – DIRECTION – In which direction are we headed? How do we know when we have arrived? Do we know our mission?

V – VOLUNTEERS – What do we know about volunteer management? How do we stand apart and what is unique about managing volunteers compared with our peers who manage employees?

S – SERVICE – Whether we realize it or not, we are a service-oriented profession. How can we become innovative in the services we provide? Who are the trendsetters with whom we can partner to develop new services or programs? How does the service help with the fiscal bottom line?

If you are a new member, welcome to TADVS. For those of you who are continuing members, thank you for your support. My very best wishes to all of you for a great year. Be sure to join us at the TADVS Annual Educational Conference in February 2010 in Houston, Texas. It's the best opportunity for learning and networking with your peers. I hope to meet you then.



Annual Education Conference February 7- 10, 2010

Enhancing Professionalism, Adding Value

Sunday 2/7/10	Monday 2/8/10	Tuesday 2/9/10	Wednesday 2/10/10
	9:00 a.m. - 9:45 a.m. Continental Breakfast <i>Dezavala</i> Registration/Silent Auction Open	8:00 a.m. - 8:45 a.m. Continental Breakfast <i>Dezavala</i> Silent Auction Open	8:00 a.m. - 9:00 a.m. Breakfast and Annual TADVS Business Meeting <i>Dezavala</i> Silent Auction and Raffle
	10:00 a.m. - 11:30 a.m. "Managing Those Who Serve" Kathleen McCleskey <i>Dezavala</i>	9:00 a.m. - 10:30 a.m. "Engaging the Community to Volunteer and Develop- ing Your Hospital as a Community" Kathryne Butler <i>Dezavala</i>	Winners Announced 9:15 a.m. - 11:45 a.m. TNT Sessions (4- 30 min sessions) & 30 min Q & A <i>Dezavala</i> Topics: Teen Programs (Mandy Guest); Innovative Programs (Donna Field); Gift Shops (Sonia Meserole); Training Volunteers to Deal with Difficult Patients (Anne McMillan); Strategic Planning (Barbara Boucher); Marketing (Kathryne Butler)
	11:30 a.m. - 1:00 p.m. Box Lunch Vendor Fair <i>Granger A&B</i> Silent Auction- <i>Fannin</i> 50/50 Raffle	10:45 a.m. - 12:15 p.m. "Volunteer Engagement" Sarah Jane Rehnborg <i>Dezavala</i>	<i>Kathryne moderate Q & A</i> 12:00 p.m. - 2:00 p.m. Incoming Board Meeting <i>Lamar</i>
1:00 p.m. - 5:00 p.m. Registration <i>La Salle Foyer</i> Accept Silent Auction Items	1:00 p.m. - 2:30 p.m. "Volunteer Program Evaluation" Kathleen McCleskey <i>Dezavala</i>	12:30 p.m. - 1:15 p.m. Lunch - Granger Foyer	Lunch
3:00 p.m. - 5:00 p.m. Outgoing Board Meeting <i>Lamar</i>	2:45 p.m. - 3:45 p.m. Volunteer Software Basic Information Session Vol-Track, Volsoft, Volgistics, and VSys One <i>Dezavala</i>	1:15 p.m. - 2:45 p.m. "The Joint Commission" Jackie Duplantis <i>Dezavala</i>	
5:00 p.m. - 6:00 p.m. Opening Reception Board Members and Planning Committee <i>Barbara's Suite</i>	4:00 p.m. - 5:00 p.m. Detailed Session with Vsys One Bill Cornett	3:00 p.m. - 4:30 p.m. "Volunteer Competencies" Barbara Boucher <i>Dezavala</i>	
6:00 p.m. - 6:30 p.m. Welcome Reception <i>La Salle B</i> Drink tickets provided			
6:30 p.m. - 8:30 p.m. Dinner and Keynote "Getting to the Heart of Success" Jean Gatz <i>La Salle B</i>	5:30 p.m. - 7:30 p.m. Vendor/President's Reception <i>Granger A&B</i> Silent Auction- <i>Fannin</i> 50/50 Raffle	4:30 p.m. - 5:30 p.m. Silent Auction Open <i>Fannin</i>	
		5:30 p.m. - 8:00 p.m. Fun Game Night & Dinner (Prepaid) or dinner on your own <i>Dezavala</i>	



Annual Education Conference February 7- 10, 2010

Retail Track

Sunday 2/7/10	Monday 2/8/10	Tuesday 2/9/10	Wednesday 2/10/10
	9:00 a.m. - 9:45 a.m. Continental Breakfast <i>Dezavala</i>	8:00 a.m. - 8:45 a.m. Continental Breakfast <i>Dezavala</i>	8:00 a.m. - 9:00 a.m. Breakfast and Annual TADVS Business Meeting <i>Dezavala</i>
10:00 a.m. - 4:00 p.m. Retail Training <i>Meet by the bar</i> \$20 covers bus and rail fees Gift Shop Bus Tour M.D. Anderson Cancer Center- 10:15 a.m. The Park Gift Shop; 11:00 a.m. Jesse Jones Rotary House Texas Children's Hospital- 11:45 a.m. West Tower; 12:30 p.m. lunch 1:15 p.m. Abercrombie The Methodist Hospital 2:00 p.m. Memorial Hermann 3:15 p.m.	Registration/Silent Auction Open 10:00 a.m. - 11:30 a.m. "Managing Those Who Serve" Kathleen McCleskey <i>Dezavala</i>	Silent Auction Open 9:00 a.m. - 5:15 p.m. "Retail Boot Camp" Jim Dion <i>Nautilie</i>	Silent Auction and Raffle Winners Announced 9:15 a.m. - 11:45 a.m. TNT Sessions (4- 30 min sessions) & 30 min Q & A <i>Dezavala</i>
	11:30 a.m. - 1:00 p.m. Box Lunch Vendor Fair <i>Granger A&B</i> Silent Auction- <i>Fannin</i> 50/50 Raffle	This is a full day workshop that will take the novice to expert in eight powerful hours. The workshop covers all the important aspects of retail today and is a great refresher for an experienced retailer as well as an incredible introduction to those who are either new to retail or have to understand retailers.	Topics: Teen Programs (Mandy Guest); Innovative Programs (Donna Field); Gift Shops (Sonia Meserole); Training/Volunteers to Deal with Difficult Patients (Anne McMillan); Strategic Planning (Barbara Boucher); Marketing (Kathryne Butler)
1:00 p.m. - 5:00 p.m. Registration <i>La Salle Foyer</i> Accept Silent Auction Items	1:00 p.m. - 3:00 p.m. "Strategies for a Changing Retail World" George Whalin <i>Nautilie</i>		<i>Kathryne moderate Q & A</i> 12:00 p.m. - 2:00 p.m. Incoming Board Meeting <i>Lamar</i> Lunch
3:00 p.m. - 5:00 p.m. Outgoing Board Meeting <i>Lamar</i>		12:30 p.m. Lunch - Granger Foyer	
5:00 p.m. - 6:00 p.m. Opening Reception Board Members and Planning Committee <i>Barbara's Suite</i>	3:15 p.m. - 5:15 p.m. "Retail Success! Increase Sales, Maximize Profits, and Wow Your Customers" George Whalin <i>Nautilie</i>		
6:00 p.m. - 6:30 p.m. Welcome Reception <i>La Salle B</i> Drink tickets provided			
6:30 p.m. - 8:30 p.m. Dinner and Keynote "Getting to the Heart of Success" Jean Gatz <i>La Salle B</i>			
	5:30 p.m. - 7:30 p.m. Vendor/President's Reception <i>Granger A&B</i> Silent Auction- <i>Fannin</i> 50/50 Raffle	5:30 p.m. - 8:00 p.m. Fun Game Night & Dinner (Prepaid) or dinner on your own <i>Dezavala</i>	