

NET-WORKS

January 2011

Texas Association, Directors of Volunteer Services

Want your program to be featured in the next edition of Net-Works?

Contact the Communications Chair, Kathyne Butler, at kbutler1@sleh.com.



Inside this issue:

Pictures from AHVRP	2
2010 AHVRP Conference Recap	3
CAVS	3
Joan Waite Hanlon Memorial Award	3
More Pictures from AHVRP	4
Display Tips	5
Dallas Market Social	5
AHVRP Pictures Continued	6
TADVS Mission	7
Pay Your Dues	7
Welcome New Members	7

President's Message: Heather Rojas

As members of TADVS and AHVRP, we are offered fabulous learning opportunities through the educational conferences each year. I often have to remind myself that I don't attend these conferences to just hang out with my friends, which is an added bonus in my opinion. The conferences that rank highest in my mind are the ones that I leave so excited to run home and implement everything I learned. I crave the relevant information that I can apply to my everyday responsibilities as a DVS.

This year, the AHVRP conference in St. Louis was great! I came home with a list of notes that I was so excited to implement. I learned great skills for choosing the right volunteers, how to improve my orientation, how to retain the volunteers that I recruit, how to offer mentor volunteers to help my new volunteers along the way, and so much more! Of

course, our fun night out at The Arch was a highlight of the trip, but the conference was extremely valuable as well.

Our goal is to offer you the same experience with the 2011 TADVS conference in Southlake, February 23 – 25, 2011. We have lined up speakers that will certainly give you a list of items to rush home and implement. Registration for this conference has begun and we hope you have plans to attend. We also have opportunities for networking and fun built into this conference as well.

As a TADVS President, the conference that is offered at the end of your term is considered "your conference." I feel it is important for the President's conference to reflect beliefs that are important to that President. I can promise you that the speakers we have lined up will be

relevant and informative. Building lasting friendships is very important to me, so we encourage you to meet new people at this conference and truly connect with them. I also want you all to be comfortable and "at home" with your peers, so we will encourage all conference attendees to dress from casual to business casual for this conference. Be comfortable and enjoy yourself! Finally, I love to shop!! So we will certainly have plenty of opportunities to explore the great Southlake Town Square which has something for everyone.

I am so excited about this conference and seeing all of my friends again. See you in Southlake!

Heather Rojas, CAVS
Director of Volunteer Services
Methodist Richardson
Medical Center

2010-2011 President

REMINDER!! 2011 TADVS Conference

Early bird registration for the 2011 TADVS Educational Conference in Southlake, Texas ends on Friday, January 14, 2011!

Don't forget about the discount offered to hospitals with more than one registrant. Both attendees must work at the same hospital location. This discount is not provided for attendees from the same hospital system.

General registration begins on January 15, 2011 and will end on February 23, 2011.

Pictures from the AHVRP Convention in St. Louis, Missouri



Pictured on this page are members of TADVS attending a "Texas" dinner at Lombardo's across from Union Station . Also in attendance were the President of TAHV, Melva Harris, the President-Elect Sherry Simmons, and Bob Zamen from the AHA Committee on Volunteers.

AHVRP 2010 Conference Recap in St. Louis, Missouri

This year's conference was kicked off with speaker Wilney Audain. In no time Mr. Audain had the crowd laughing and definitely set the bar for an outstanding conference to follow.

The list of educational sessions was amazing and featured speakers such as Jill Friedman Fixler, James Dion (who you may recall from our 2010 TADVS Educational Conference), Deborah Cooke, Sister May Roch Rocklage, Mary McCormack, Sharon Croteau, Mary Kay Hood and Ken

Kulp, just to name a few.

For those that didn't attend the Night at the Arch event, the rest of us attended the "Taste of St. Louis" where we were able to sample all of St. Louis' finest foods, as well as shop and listen to music.

We can't forget the amazing meal that all of the Texans shared at Lombardo's (and a few out-of-staters as well). Diamond Sponsor, The Gold Refinery, joined us for the dinner and

graciously paid for the group's meal.

To end the adventure we listened to speaker Donna Hartley who shared her amazing story about surviving a plane crash. Her words were inspirational to everyone.

After four days everyone was excited to return home and put into action all of the wonderful ideas they had learned at conference. We are looking forward to another great year in Orlando, Florida!

2010 AHVRP Candidates Honored with CAVS Designation

Kathryne Butler
Spring, Texas

Elizabeth Hammonds
Yuma, Arizona

Richard Maichle
Bel Air, Maryland

Christie Carlson
Reed City, Missouri

Jennifer Haney
Goshen, Indiana

Tina Pridgeon
Rolla, Missouri

Mark Deschene
Marion, Illinois

Kathy Head
Akron, Ohio

Lillian Shonewolf
Langhorne, Pennsylvania

Helen Gordon
Langhorne, Pennsylvania

Susan Kryn
Meza, Arizona

Robyn Southard
Portland, Oregon



2010 Joan Waite Hanlon Memorial Award: Liz Tise

Liz Tise, Volunteer Coordinator, Harris County Hospital District Ben Taub General Hospital was recognized on November 10 by the Houston Association of Volunteer Administrators (HAVA) with the 2010 Joan Waite Hanlon Memorial Award for outstanding professionalism in the field of Volunteer Administration. Since 1979, the Houston Association of

Volunteer Administrators annually presents the Joan Waite Hanlon Memorial Award to recognize outstanding professionalism in the field of volunteer management. Nomination for this prestigious award is one way to recognize their commitment, professionalism, hard work and leadership. Liz is currently serving on the

TADVS Board of Directors as Secretary.

Other TADVS recipients of this award are Jennifer Barnes (Harris County Hospital District), Pam Lemp (St. Luke's Episcopal Hospital) and Dora Hughes (M.D. Anderson Cancer Center and current St. Luke's The Woodlands Hospital volunteer).



Liz Tise, CAVS
Ben Taub General Hospital

2011 TADVS Conference in Southlake, Texas

The 2011 TADVS Educational Conference is fast approaching. The conference will be held at the Hilton Southlake Town Square February 23 - 25, 2011. The hotel is \$179/night and this rate is available through February 1, 2011. This price includes complimentary wireless internet, business center and 24-hr fitness center.

This year's theme created by President, Heather Rojas is "Caring and Connecting", based on a famous quote by John C. Maxwell.

The 2010-2011 Education Chairman, Emily Napper, has put together a winning showcase of presenters that are sure to leave you with new ideas to implement at your hospitals. Noted speakers that will be in attendance are Mac Fulfer, Jill Friedman Fixler, Kathy Hoff, Lynn Carter, Nancy

Williams, Jacqueline Duplantis, Dyanne Beaupre, and Angelina Blackmon. These speakers will cover topics on Collaboration, Leadership, Volunteer Orientation, Retention, Retail Displays, The Joint Commission and Hospital Gift Shops. There is a wonderful blend of Volunteer Management and Retail Professional educational sessions that are sure to meet the needs of all of our conference attendees.

Don't forget that Early Registration ends on January 14, 2011. Conference fees will raise \$30 per person starting January 15, 2011. If more than one person from the same hospital (not system) registers, than the 2nd registrant or greater is entitled to a \$30 discount!

Make checks payable to TADVS and mail or fax completed forms and

payments to:

Katie McCarty
Attn: 2011 TADVS Conference
Valley Baptist Health System
P.O.Box Drawer 2588
Harlingen, TX 78551
Fax: (956) 389-6793

Silent Auction items should be mailed by January 28, 2011 to:

Texas Health Presbyterian Hospital
Plano
Attn: Bev Darling
6200 West Parker Road
Plano, Texas 75093

Get ready for an awesome conference in Southlake, Texas in honor of our President Heather Rojas!

**2011 TADVS
Educational
Conference**



**Mark your
calendars for
February 23-25th!**

Creating Attractive Displays: Visual Display Tips

Creating an attractive product display can draw the customer in, promote a slow-moving item, announce a sale, or welcome a season. If your store front is fortunate enough to feature one or more windows, then you have one of the most proven (and least expensive) forms of advertising at your disposal.

Some stores located in a mall or other structure may lack windows, but don't despair. There are many places throughout the store to build beautiful displays. Take a look at the flow of traffic in your store. Are there any areas that are a focal point for customers?

Your local community may have individuals or visual merchandising companies you can hire to dress your windows, but if you're concerned with saving money, the following tips will help you create an attractive display.

Visual Display Tool Box

Before designing a product display, put together a visual display tool box to keep on hand. By having all of these items in one location it will save time in actually preparing the display.

- Scissors, Stapler, Two-Sided

Tape, Pins

- Hot glue sticks and glue gun
- Monofilament Fishing Line
- Tape Measure
- Razor Blade/Utility Knife
- Hammer, Nails, Screwdriver, Screws
- Notepad, Pencil, Marker
- Signage, Sign Holders
- Glass Cleaner/Paper Towels
- Props (Non-merchandise Items)

Take time to plan the display. Consider what you want to accomplish, develop a budget and determine a central theme. You may even want to sketch your display on paper. Gather your visual display tool box, the merchandise and any props. Make sure all materials and location (tables, windows, racks) are clean. Choose a slow time of the day or build the display after hours.

Elements of Effective Visual Merchandising

- **Balance:** Asymmetrical rather than symmetrical balance with the display.
- **Size of Objects:** Place the largest object into display first.
- **Color:** Helps set mood and feelings.
- **Focal Point:** Where product and props/signage and background

come together.

- **Lighting:** Should accent focal point, if possible.
- **Simplicity:** Less is more so know when to stop and don't add too many items.

Once the display is finished, add appropriate signage. Take photos of the display and keep record of the product sales during the display's existence. Save your information in a file folder for easy reference. By documenting its success, you can re-create the display next year or if it flops, you can make sure you don't repeat the same mistakes.

Like any other aspect of retailing, creating an attractive display takes a little skill and lots of trial and error. As your store changes, so will your opportunities for visual displays. Keep working at designing eye-catching and innovative ways to make your retail store profitable through visual merchandising.

By Shari Waters, About.com Guide

Submitted by:
Kathryne Butler, MHA, CAVS
Manager of Volunteer Services
St. Luke's The Woodlands Hospital

REMINDER!! DALLAS MARKET SOCIAL EVENT

Don't miss out on the Dallas Market Networking and Social Event to be held on Friday, January 21, 2011. Free Cocktails and Networking at 2822 Dallas Trade from 4:30 p.m. to 6:00 p.m.

Sponsored by the AHVRP Retail Committee and the Dallas Market

AHVRP 2010 Conference Pictures Continued...





Texas Association, Directors of Volunteer Services

TADVS MISSION

TADVS will serve as the association of choice for leaders of healthcare-related volunteer programs by promoting professional and personal development.

TADVS will provide its membership with dynamic educational programs, a comprehensive communication network and leadership opportunities.

Remember to Pay Your Dues!

This is a reminder to all members to stay current with your annual dues. Dues for TADVS are based on the calendar year and so are due and payable each January. As the dues are so reasonable, we do not pro-rate if you join in the middle of the year. As a current member of this organization, you are entitled to the following: (1) access to our email resource network, (2) attending the annual conference at a discounted rate.

Reaching Out

If you know any hospital volunteer leaders in your area that aren't members, please encourage them to join TADVS!

If you have any questions about membership, please contact:

Katie McCarty,
Vice President of Membership
956-389-1193
Katie.mccarty@valleybaptist.net.

Welcome New Members!

Nancy Allen - Memorial Hermann Northeast

Barbra Bell - Michael E. Debakey VA

Karen Bilsing - Huntsville Memorial

Wendy Biro-Pollard - (returning member) Methodist Hospital San Antonio

Julie Bowers - Texas Tech Health Science Center

Kimberly Brown - Harris County

Kim Caruthers - Hillcrest Baptist Medical Center

Christa Clifton - CHRISTUS St. Catherine

Adina Crain - Medical Center Hospital

Jill DeHaven - Texas Health Presbyterian Allen

Joni Fleming - The Medical Center of Plano

Lorraine Gonzales - Valley Baptist Medical Center Brownsville

Amanda Guest - The Methodist Hospital

Ashleigh Jacobes - St. David's Medical Center

Jennifer Jones - Medical Center

Hospital

Roger Karr - Lubbock MHMR Center

Susan Lakey - Children's Medical Center Dallas

Kimberly Maddin - United Regional Health Care System

Billie O'Brien - The Medical Center of Plano

Yvette Peuttus - Detar Hospital

Tammy Rivers - Methodist Stone Oak Hospital

Lilliam Santa-Barrera - Mission Regional Medical Center

Katina Scott - St. Luke's Sugar Land

Gail Ward - Northwest Texas

Lori Ward - St. Joseph Medical Center

Angel Wells - Mainland Medical Center

Marlene White - St. Joseph Regional Health Center