

# NET-WORKS

May, 2011 Texas Association, Directors of Volunteer Services

## Meet the President, Katie McCarty!

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

Contact the Communications Chair, Ashleigh Jacobes, Ashleigh.jacobes@stdavids.com

I am excited to take on the role as President of TADVS this year. This opportunity came upon me sooner than expected, but you know what they say, “The best way to learn something is to jump in with both feet,” so I’m going to give it my best effort. I’ve been asked to share a little bit about myself.

I was born and raised in the Rio Grande Valley (deep South Texas). I have two girls (24 & 19). My husband and I celebrated our 25<sup>th</sup> anniversary this past February. I have worked at Valley Baptist Medical Center-Harlingen for 23 years (20 in the Foundation and the last 3 ½ with Volunteer Services).

Like many of you who may have served in your organizations for a number of years, I have seen a lot of change. Looking back, there were

peaks and valleys, and definitely some uncertain times. Nevertheless, survival has required that we remain open-minded, teachable and flexible. We are all expected to do more with less and this often requires creativity and definitely support from our wonderful volunteers.

With this in mind, our theme for 2011 is very appropriate – “Stronger Together.” This theme was presented by Pat Dolan, who was to serve as President of TADVS this year, but had to decline her role recently due to unforeseen circumstances. With her blessing, we will carry on the theme.

I suspect each of you can think of a time when TADVS has been a support, whether through a question to the membership, an idea gleaned from a conference, or simply a phone call or

email to a peer. I want to encourage you to take advantage of the expertise that lies within our outstanding peer group. We definitely have a tremendous amount of knowledge and experience to draw from. Chances are, if you have a question, someone else has had the same question. I also want to encourage you to reach out to your District Directors if there is a concern or suggestion for improvement. I hope you will plan to attend the educational conference in The Woodlands (Houston area) next February 20-22. Scholarships are available for those who need financial assistance. Let’s try to stay connected with one another and be “*STRONGER TOGETHER!*”

Sincerely,

Katie McCarty, DVS



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## Meet the Board of Directors, Standing Committee Chairs and District Directors

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Valley Baptist Medical Center

**Communications**

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St. David's Medical Center

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St. Luke's Episcopal Health System

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Hillcrest Baptist Medical Center

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Citizens Medical Center

**Secretary**

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Baylor Regional Med. Ctr. Grapevine

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Memorial Hermann Northeast

**District 4AB**

*Liz Tise*  
Harris County Hospital District

**Parliamentarian**

*Yvonne Kyle*  
JPS Health Network

**Nominating Committee**

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Richardson Regional Medical Center

**District 5AB**

*Bev Darling*  
Texas Health Presbyterian - Plano

**Historian**

*Kathryne Butler*  
St. Luke's The Woodlands Hospital

**Past President's Council**

*Heather Rojas*  
Richardson Regional Medical Center

**District 6AB and 8A**

*Marsha Brigman*  
Hendrick Medical Center

**Past President**

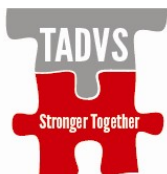
*Heather Rojas*  
Richardson Regional Medical Center

**AHVRP Liaison**

*Pam Lemp*  
St. Luke's Episcopal Health System

**District 7AB**

*Ashleigh Jacobes*  
St. David's Medical Center



Texas Association, Directors of Volunteer Services

Join us for the 2012 TADVS Education Conference  
The Woodlands, TX  
*Stronger Together*



## Gift Shop Creating Traffic Flow

By strategically placing demand/destination products and impulse items throughout the interior of your store, you can balance the traffic flow throughout your store and increase your overall sales by making the best use of every square foot. Start by taking the pulse of your merchandise selection from the front to the rear of your store and follow these tips for redirecting customer traffic to maximize your sales:

- Windows set the tone, communicate your store's image and invite customers inside.
- At the entry, introductory displays, including graphics, welcome and educate the customer. The entry area is often referred to as the "decompression zone," where customers make an adjustment to the new environment: they take off their glasses, close an umbrella, and take visual stock of the entire store. Sales rarely take place in the "decompression zone" - in fact, most sales take place after the customer passes through this area. For his reason, companies like Estee Lauder prefer their cosmetic counters to be placed a few feet in from the department store entry.
- Once your customer passes through the "decompression zone" they look at the price of the first item, generally to their right, that is easily accessible. This initial item should have a price point that is not overwhelming to your customers, as this area, called the "strike zone," offers your customer their first impression of your store's prices. Extensive video auditing by professional retail designers has found that in Western cultures, customers usually turn right immediately upon entering a store into the "strike zone" and continue on their journey through your store. You should consider placing a compelling display of affordable products (in relation to the price point of your overall merchandise) in the "strike zone."
- Once through the "strike zone", the right wall of your store is usually your most valuable real estate as this is the area that is generally traveled first and viewed most thoroughly by our customers. On the right wall, you may want to place affordable items (in relation to other products within your store). This can include products that you are promoting but which are not necessarily demand items. Demand merchandise includes those items that the customer has made the decision to purchase before they enter your store.
- Traditionally, the cash wrap is centrally located. It is highly recommended that you place your wrap to the left of the store entry and arrange impulse products around the cash wrap. The cash wrap also serves as a security checkpoint and as an area that can allow visibility to all parts of the store. When designing the cash wrap area, keep in mind the many functions that will be accommodated by the space and plan accordingly.
- One of the most highly trafficked areas is the cash wrap. Add-on and impulse merchandise should be placed above, behind, and near the cash wrap where possible. The cash wrap is the location that offers the most captive audience (a waiting customer) and is the point at which impulse sales are most often made.
- High demand products placed in the rear of the store will pull customers through the store, increasing the visibility of other products along the way. Hallmark stores often place their greeting cards at the rear of the store, moving traffic through seasonal, collectible, and other merchandise to reach the destination area.
- Add-on merchandise and impulse products are usually placed near the demand merchandise in a highly trafficked area to suggest further purchases.
- Place impulse items in the front of your store and in locations of high traffic between the door and displays of demand products but outside of the "decompression zone."
- Be sure the aisles are wide and clearly defined for emergency exiting and in keeping with ADA (Americans with Disability Acts) directives.

*"Traffic Flow" comes from the website: [http://www.glmshows.com/press/DisplayHandbook/traffic\\_flow.htm](http://www.glmshows.com/press/DisplayHandbook/traffic_flow.htm) by Matthew Goodman of George Little Management, LLC, White Plains, NY*

## Recap from the 2011 Conference in Southlake, TX

I would like to thank everyone who attended the 2011 TADVS Educational Conference in Southlake. It was awesome!

75 members of TADVS – including 19 first-time attendees! - enjoyed 2 ½ days of fun and learning. The CAVS exam was given the first morning. The opening lunch followed with Mac Fulfer, Amazing Face Reading, as the keynote speaker. Mr. Fulfer is a lawyer who developed the concept of Face Reading due to being involved in jury selections through the years. The placements and shapes of facial features exhibit many personality traits when you know what to look for. We were all looking at each other with extreme interest throughout the rest of the conference!

For the volunteer management track, the following session featured Jill Friedman Fixler providing tools and strategies for

leading volunteer engagement innovation initiatives. That was great way to start the educational portion. The retail track had a TNT session that was so juicy, it spilled over into their session the next morning!

The next session was Principles of Natural Leadership presented by our own Lynn Carter, CAVS, Director of Guest and Volunteer Services at Knapp Medical Center in South Texas. The correlations between humans interacting with humans, and humans interacting with horses, was very interesting. Dinner and a scavenger hunt through the Southlake Town Square shopping center was fun.

The next day had sessions covering volunteer orientation, volunteer retention and the annual Joint Commission presentation. The retail folks had a display seminar and a session on creating an environ-

ment of care in the gift shops. The Vendor Fair had over 20 vendors providing a wonderful array of booths to browse. The President’s Reception had wonderful food and there were 13 past presidents of TADVS (a new record!) that were able to come!

The last day consisted of the very valuable TNT round table discussions and the annual TADVS Business Meeting. I appreciate all the help I had creating this conference. I look forward to seeing every in The Woodlands next year!

Emily Napper  
Manager, Volunteer Services  
Baylor Regional Med. Ctr. at Grapevine  
2011 TADVS Conference Chair





## *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.

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### 2011 AHVRP Conference & Scholarship Opportunities



The 43rd Annual AHVRP Leadership Conference will be held September 15-18 in Orlando, FL.. The conference provides education to enhance your career. While enjoying Florida, you will receive best practices and cutting-edge tools for implementation, connect with peers, and gain insight that will help you define and expand your volunteer program. Early registration has been extended to July 1. TADVS will offer one scholarship of \$1000 to help with travel expenses. Current members of TADVS are eligible to apply for this scholarship. If you are interested, the deadline for the application is Wednesday, June 15th and recipients will be notified by June 24th. If you need an application form, you may contact Pam Lemp at [plemp@sleh.com](mailto:plemp@sleh.com).