

NET-WORKS

July 2010

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@slsh.com.



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Pictured to the right:

Baptist Beaumont Hospital Volunteers and Director of Volunteer Services Vicki Holcombe, Past President of TADVS.

TAHV Convention in Houston, Texas

The 2010 TAHV Conference in Houston, Texas was held at the Hilton of Americas May 27-29th. When each hospital and their volunteers arrived they were greeted by volunteers from Texas Children's Hospital, directed by our very own President-Elect Pat Dolan. The sea of red worn by the volunteers corresponded appropriately with this year's theme geared towards heart health.

The opening session was presented by Cass Wheeler, followed by a first time attendees session and the President's Party. The party was blessed with an appearance by "Elvis" and

glitz and glam galore!

On Friday, May 28th the concurrent sessions began with speakers that included Dr. Stefano Sdringola, Dr. Raj Agarwal, Bill Crawford, Allen Johnson, Dee Lause, Laura Thomas, Dr. Steve Rottgers, retired DVS Diana Ikerd and our very own DVS' Lynn Carter and Barbara Boucher (current Past-President). The sessions covered a broad range of topics from heart health and stress management, to customer relations and newsletters. Whether you are a Director/Manager of volunteers or a volunteer, there was something for everyone!

The TADVS Board of Directors met for their 2nd meeting of the year during the conference on Thursday, May 27th. The meetings are always full of great ideas and updates on accomplishments of members in the different districts. One of the important items on the agenda was appointing Liz Tise, Volunteer Coordinator for Ben Taub Hospital in Houston, Texas as Secretary for the remainder of the 2010. We are sad that Sandy Sharp had to step down from her position as Secretary, but are happy to welcome Liz to the team!



More Pictures from the TAHV Convention



Volunteers from St. Luke's The Woodlands Hospital and Manager of Volunteers Services, Kathyne Butler



Volunteers from Hillcrest Baptist Medical Center and Manager of Volunteer Services, Elaine Seeber



Volunteers from Valley Baptist Hospital Harlingen
Submitted by Katie McCarty, DVS



Volunteers from St. Luke's Episcopal Hospital and Director of Volunteer Services, Pam Lemp

CONGRATULATIONS

Congratulations to TADVS members Vicki Holcombe and Elaine Seeber on their election to the AHVRP Board of Directors. Vicki will serve as Member-at-Large for 3 years and Elaine will serve on the Committee on Nominations for 1 year. TADVS member Patricia Garcia will continue to serve on the AHVRP Board. TADVS is very proud!

Update: 2011 Educational Conference in Southlake, Texas!

The 2011 Educational Conference will be held at the Hilton Dallas in Southlake Town Square February 23-25, 2011.

The early bird rate for the conference will be \$330 if you are a current TADVS member. Registration is

projected to open in November.

The Hilton Dallas Southlake Town Square will be \$179 per night, but boasts free parking, free internet, and free use of the business center (about

a \$40 savings per day).

There will be fewer nights in the hotel, but the same number of educational sessions, resulting in the same product for less expenditure. Who could beat that?



Featured New Member: Lori Ward

My name is Lori Ward and I'm the Director of Volunteer Services at St. Joseph Medical Center in downtown Houston. I've been with St. Joseph for 8 years and I've been the Volunteer Director for 5 years. Working with volunteers has been really rewarding for me because they've taught me that helping others and staying active is the key to health and happiness. I'm also

fortunate to work at a hospital where they really support our volunteer program and appreciate all that our volunteers do.

I've enjoyed being a member of the TADVS because it's great to be able to communicate with my peers who can relate to the day to day activities of a volunteer organization. I especially like the email

communication where we can ask questions of the group and get positive feedback and help regarding issues we may have. I'm proud to be a member of the TADVS!

Lori Ward
Director of Volunteer Services
St. Joseph Medical Center



Lori Ward, DVS
St. Joseph Medical Center

AHVRP Sponsors Gift Shop Event at Dallas Market Trip in June

As many of you may be aware with the addition of the Retail Track to the TADVS Conference, there are many of us that wear dual hats as both Directors/Managers of Volunteers and as Gift Shop Managers.

This year at the Dallas Market Trip held the week of June 21st, AHVRP sponsored a Friday evening cocktails and networking event as well as a Saturday morning breakfast for TADVS Retail Managers. In attendance were Randy Elms, Penny Cox, Katie McCarty, Lorraine Gonzales, LeMoyne Odell, Wendy Biro-Pollard, Jessica Smith, Kathryn Butler, Trudy Foos, AHVRP President-Elect Daisy McNeal and Susan Dailey from the AHVRP Retail Committee, just to name a few.

After a long day of shopping until we dropped, all of us were eager to enjoy the snacks and beverages provided by AHVRP; not to mention the chair! Many of us were also lucky enough to receive free give-a-ways from a couple vendors at the event.

For many of us, the most beneficial part of the networking event was the ability to discuss with other hospital gift shop managers the success stories and even horror stories of different products. We also gave insight to each other on the steals and deals we found in market so that we could all tap into some of Dallas' hidden treasures.

I have only been in my role as Manager of Volunteer Services and Lifebranch Gift Shop for 5 months.

This was my first trip to market and I must say it was overwhelming! I've never seen so many stores and products in my life. Each day when my My Gift Shop Coordinator and I returned to the hotel to add up the spoils of the day, I grew discouraged that we hadn't spent near what we thought we had. Who would have thought it would be so difficult to spend thousands of dollars? By the end of the week I was exhausted and couldn't wait to get home and rest. However, it was definitely worth the trip and I can't wait until next year!

Kathryne Butler
 Manager of Volunteer Services and Lifebranch Gift Shop
 St. Luke's The Woodlands Hospital



The Business Case for Wellbeing

Many organizations think that employee wellbeing is, well, none of their business. And there's some sense to that -- wellbeing does seem ill-defined, private, and ultimately unmanageable. According to Tom Rath, leader of Gallup's workplace research and leadership consulting practice, and Jim Harter, Gallup's chief scientist for workplace management and wellbeing, it's not. But wellbeing *is* gravely misunderstood.

Rath, Harter, and teams of Gallup researchers spent years studying wellbeing to find out what it is and how to increase it. They surveyed people in more than 150 countries; partnered with leading economists, psychologists, sociologists, and physicians; and conducted and studied in-depth wellbeing research. Ultimately, as Rath and Harter wrote in their *New York Times* and *Wall Street Journal* bestseller *Wellbeing: The Five Essential Elements* -- wellbeing is the fulfillment of five distinct factors.

The Five Essential Elements of Wellbeing

- Career Wellbeing: how you occupy your time—or simply like what you do every day.
- Social Wellbeing: having strong relationships and love in your life.
- Financial Wellbeing: effectively managing your economic life.
- Physical Wellbeing: having good health and enough energy to get things done on a daily basis.
- Community Wellbeing: the sense of engagement you have with the area where you live.

Rath and Harter discovered these core dimensions to be "universal and interconnected elements of wellbeing, or how we think about and experience our lives." When those factors are fully realized, people thrive -- and so do businesses.

In the U.S., the average sick day costs a business about \$348 in lost productivity, according to the Bureau of Labor Statistics and a study published in 2003 in the *Journal of Occupational and Environmental Medicine*. When we adjust this number because people are sick on weekends and non-working days and because some work does get done on sick days, the cost is still approximately \$200 per sick day. But people with high levels of wellbeing get sick less often; as a result, they cost their organizations less.

Among the most "suffering" employees -- those with the lowest wellbeing scores -- the annual per-person cost of lost productivity due to sick days is \$28,800. For workers who are at the midpoint of the "struggling" zone, the cost is \$6,168. But for employees with the highest levels of wellbeing -- those with the highest scores in the "thriving" category -- the cost of lost productivity is only \$840 a year.

Another recent study compared the disease burden -- or the incidence of high blood pressure, high cholesterol, heart disease, back pain, diabetes, depression/anxiety, and sleep apnea/insomnia -- of 662 people with varying levels of wellbeing. For each disease, Gallup entered the average annual cost into its database -- and after adjusting for demographic differences -- found that respondents in

the thriving category averaged \$4,929 per person annually in disease burden cost versus \$6,763 a year for respondents in the struggling and suffering categories. That's a 37% per-person cost differential. In other words, for an organization with 1,000 workers, thriving employees cost their employers \$1.8 million less every year.

And if that weren't startling enough, Gallup tracked changes in disease burden from 2008 to 2009 for the same group of 662 people. Gallup studied the relationship between wellbeing and recent changes in disease burden and found that the average annual new disease burden cost for people who are thriving is \$723, compared with \$1,488 for those who are struggling or suffering.

Clearly, it's in an organization's best interest to keep its employees healthy. But wellbeing is comprised of five interrelated elements. Pushing one dimension of wellbeing at the expense of the other elements won't improve wellbeing very much. To reap the most benefits from thriving employees, organizations should pay attention to all five elements.

For the rest of this article please visit: <http://gmj.gallup.com/content/139373/Business-Case-Wellbeing.aspx>.

Article by Jennifer Robison
The Gallup Management Journal

Article submitted by Pam Lemp, DVS
St. Luke's Episcopal Hospital.

Study: Store Flooring can affect Purchasing Decisions

The feeling customers get from a store's flooring can affect how a product makes them feel, which can in turn determine whether they buy it, according to new research from University of Minnesota's Carlson School of Management professor Joan Meyers-Levy, who worked in Vancouver with colleagues from the University of British Columbia.

The real-life implications of the research in retail shops depend largely on whether customers are looking at a product from just inches away or from a distance, Meyers-Levy said.

A plush carpet, for example, would make a distant product seem more comfortable, while hard tile would leave the customer less content with the same product, the findings show.

The research has clear implications for retailers, Meyers-Levy said.

"It says something about how you want to set up your store," she said.

At a distance, when fine details are less apparent, customers "fill in" the gaps in their perception of a product with their physical sensations at that moment. Customers take their physical comfort into consideration on a subconscious level, Meyers-Levy said.

In the study, researchers had participants stand on both vinyl tile and soft carpet in an otherwise bare room to judge items like a gift basket, a vase and a clothes hamper.

When the customers are near a product, they have a full understanding of its detail. In this case, Meyers-Levy said, the flooring acts as a frame of reference.

When looking at a couch, for example, it would seem very comfortable and suitable in comparison to cold, hard vinyl tile.

"It's an interesting theory," said Al-

ison Embrey Medina, Executive Editor of the retail interior design magazine DDI. "The science of trying to figure out how a consumer shops is one that millions of companies spend billions of dollars on every year."

Ryan Chermak, a 2008 University architecture graduate works at Art & Architecture Inc., an antique store in Prospect Park. There, carpet would be a nuisance given the carts rolled around the shop. Utility is more important, he said.

Other factors can also come into play...

For the rest of the article visit <http://www.mndaily.com/2010/06/16/study-store-flooring-can-affect-purchasing-decisions>

Written by Katherine Lymn
Mndaily.com



Examples of Visual Merchandising
submitted by
St. Luke's The Woodlands Hospital



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.

At the annual conference you will hear great speakers, learn from colleagues, pick up tips on gift shops and fundraising and gain inspiration from others in the profession. You will also be entitled to learning about educational opportunities at the national and state level, as well as receipt of the association's newsletter.

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

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

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

Marlene White - St. Joseph

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