



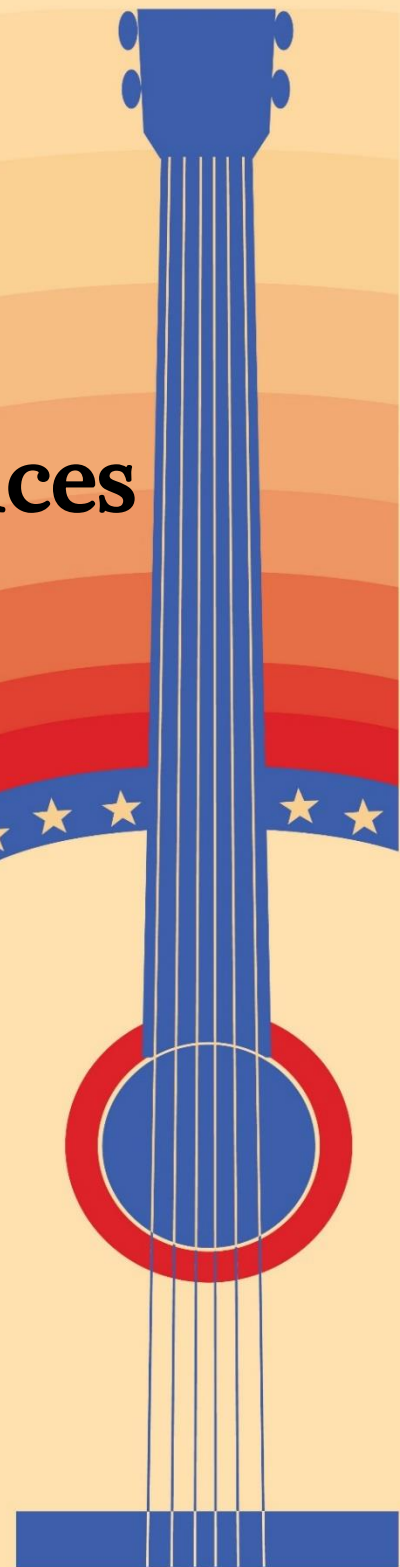
Society for Healthcare
Volunteer Leaders

Striking a Chord With Volunteer Services

29th Annual
Education Conference
for the
Society of Healthcare
Volunteer Leaders

March 10-12, 2022
Nashville, TN

For more information,
visit shvlonline.org





We invite you to join us in “Music City” for the 29th Annual SHVL Education Conference – March 10-12, 2022 in Nashville, TN.

It’s time to get back together to network with volunteer leaders from across the country to share best practices and learn about current trends in healthcare volunteerism. The agenda will be jam-packed with educational sessions and keynote speakers that you won’t want to miss!

And of course, you’ll enjoy being right on Broadway in the heart of Nashville to experience all the city has to offer. Take in the great local, live music all around town, or even at the historic Ryman Auditorium or Grand Ole Opry. Nashville is also home to the Country Music Hall of Fame.

We look forward to seeing you in-person soon!

Katie Daher, VP, Conference Education

CONFERENCE INFORMATION

Registration:

Registration this year is available online at www.SHVOnline.org.
See website for complete registration pricing.

- Early Registration fee (a savings of \$75) available only through February 11, 2022.
- Regular Registration fee applicable from February 12, 2022 – March 9, 2022.
- One-Day Registration fee available for March 11, 2022 only.

Conference Brochure:

- The most recent updates to the conference brochure are posted on-line at www.SHVOnline.org.
- To keep the conference as cost-effective as possible, we ask you to print and bring this brochure with you.
- Presenter handouts (as available from our presenters) will be posted on the SHVL website.

Hotel Information:

The Renaissance Nashville Hotel, 611 Commerce Street, Nashville, TN 37203

- SHVL Conference Rate starts at \$259 plus state and local taxes (currently 15.25%) and occupancy fee (currently \$2.50 per night).
- Conference Rate **cut-off-date** is February 11, 2022.
- Reservation requests made after February 11, 2022 will be accepted at the hotel's prevailing rate; based on availability.
- To make reservations:
 - book online at our special conference link: <https://book.passkey.com/e/50234192>
 - call **1-800-327-6618** and request the Society for Healthcare Volunteer Leaders 2022 Conference room rate.
- Complimentary Wi-Fi in guest rooms.
- Valet parking currently available at \$45 per day, plus tax.
- Self-parking currently available at \$20 per day with no in/out privileges.

Transportation Information:

- Nearest airport is Nashville International Airport (BNA)
 - Airport phone – 615-275-1675
 - Hotel is 8 miles NW of airport
- Hotel does not provide shuttle service from airport.
 - Taxi service is available for approximately \$25 from the airport.
 - Uber and Lyft services are available at the airport.
 - Several shuttle services operate from the airport.

Driving directions

Take I-40 West. Travel 5.1 miles. Take a slight left to stay on I-40 W (signs for Huntsville/Memphis/I-65 S. Travel 1.4 miles and merge onto I-65 N. Travel 0.4 miles and take exit 209A toward US-70/US-70 S/US-431/Broadway. Turn right on Broadway. Travel 0.5 miles and turn left onto 7th Ave. N. Go 1 block and turn right onto Commerce St. Hotel is on the corner of 7th Ave. and Commerce.

Conference T-shirt:

Available for only \$20!

- Attendees will be invited to wear the shirt on March 11.
- Please pre-order by February 11. Limited number of extras will be available at conference.
- Shirts may be ordered for anyone. They make great gifts for your co-workers & volunteers!

SHVL Gift Card Silent Auction:

Donate a Gift Card and Join in the fun!

- Support SHVL Education by donating a Gift Card from your favorite store, restaurant, or a VISA/MC card. All amounts welcome but consider donating a Gift Card valued at \$25 or more. “Local” specialty stores may not be located in all states, so pick a Gift Card that could be used in most cities/states.
- Place gift card(s) in an envelope with the donor information on the front (hospital, auxiliary, individual, etc.). Please leave at the conference registration desk.
- Gift Cards will be bundled and offered during a Silent Auction.
- Winners will be announced at the end of the Vendor Fair on Friday.
- Silent Auction winners may pay for their gift card bundles by cash, check, or credit card.
- **THANK YOU for your support of SHVL Education!!**

Important Notices:

If you require special services identified in the Americans with Disability Act, please contact shvl.email@gmail.com before February 11, 2022.

Photography and Vendor Release: By registering, you hereby agree to the SHVL photography release statement and the release of your contact information to our registered conference vendors. Contact Susan Grier for a copy of the statements or to revoke this agreement.

Thursday, March 10

8 a.m. – 5 p.m.	Registration Open
10 a.m. – 11:15 a.m.	Facilitator Training First Time Attendee Session
11:30 a.m. – 1:45 p.m.	Lunch, Opening Ceremony, State Roll Call & Keynote Presentation
2 p.m. – 3:15 p.m.	Networking Sessions: (1) Healthcare Volunteer Leaders, (2) Retail Management, and (3) Volunteers
3:30 p.m. – 4:45 p.m.	Breakout Educational Sessions
5 p.m. – 7 p.m.	SHVL Annual Meeting and President’s Reception for SHVL Members

Friday, March 11

8 a.m. – 5 p.m.	Registration Open
8:30 a.m. – 9:45 a.m.	Plated Breakfast with Impact Award Winner’s Presentation of Program Highlights
10 a.m. – 11:15 a.m.	Breakout Educational Sessions State Auxiliary Leader Tea (SALS – Invitation Only) Buyers Only Vendor Show (must be pre-registered as a buyer; entrance requires a ticket)
11:30 a.m. – 3 p.m.	Vendor Show and Lunch Bring spending money and plan to shop Write orders for your shop and/or book vendor sales
12 p.m. – 2 p.m.	Bedazzle your Bandana! Creative Event
1:30 p.m. – 2:45 p.m.	Breakout Educational Sessions
3 p.m.	Vendor Show Door Prizes (must be present to win)
3:45 p.m. – 5 p.m.	Networking Sessions: (1) Children’s Hospitals, (2) Community Hospitals, (3) Academic Medical Centers, (4) Department of Veteran Affairs, (5) Retail Management, and (6) Volunteers

Saturday, March 12

8:45 a.m. – 10 a.m.	Breakout Educational Sessions
10:15 a.m. – 11:30 a.m.	Breakout Educational Sessions
12 p.m. – 1:30 p.m.	Lunch with Keynote Speaker
1:45 p.m. – 3 p.m.	Breakout Educational Sessions
3:15 p.m. – 4:30 p.m.	Networking Sessions: (1) Healthcare Volunteer Leaders, (2) Retail Management, and (3) Volunteers
5:30 p.m. – 7:30 p.m.	“Music City Mixer” - Enjoy food, music, and line dancing with your fellow conference attendees

During the closing event, a drawing for a complimentary conference registration for the 30th Annual SHVL conference in 2023 will be held. You must be present to win.

SPECIAL THANKS TO OUR SPONSORS

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Contact Us at shvl.email@gmail.com if you are interested in being a sponsor for the 2022 Nashville Conference.

Your logo will be featured here, among many other benefits!

VENDOR SHOW

Contact Us at shvl.email@gmail.com if you are interested in purchasing a booth during our annual vendor show on Friday, March 11, 2022. Registration will also be available online at www.shvlonline.org starting January 3, 2022.

Save the Date
for our 30th Annual Education Conference



2023 Location to Be Announced!

REGISTRATION FEES

	Active SHVL Member and Volunteer Rate	Conference plus 1-year Membership	Non-Member Rate
Thru February 11, 2022	\$475	\$575	\$675
After February 11, 2022	\$550	\$650	\$750

Register for the conference on-line at www.SHVLonline.org.

Payment is available with a credit card or an invoice for check request submission to your hospital or Auxiliary.

Conference Attendees are highly encouraged to register for conference **and** book your room at the conference hotel before February 11, 2022.

Active SHVL Members and Volunteers receive the best rates.

Not a member? That's okay! Register for a one-year membership along with the conference for a savings of \$100 off the non-member rate.

Registration includes all breakout educational sessions, keynote speaker presentations, vendor show, and networking sessions, as well as lunch on March 10, breakfast and lunch on March 11, and lunch and the closing event on March 12.

One-day registration (\$250) is available on March 11 only.

Registration fees, minus a \$150 cancellation fee, are refundable if notice is received prior to February 11, 2022. **No** refunds will be provided after February 11, 2022.

Conference T-Shirts are only \$20. Please pre-order by February 11, 2022 to ensure you receive a t-shirt, as extras will likely not be available. Attendees are encouraged to wear their conference t-shirt on March 11. Extra shirts can be ordered for anyone!

Guests of conference attendees can register for meal packages.

For all five meals, guests will pay \$400.

Note: guests may not attend educational breakout sessions or networking sessions.

For questions about registration or general conference information, please contact shvl.email@gmail.com

KEYNOTE SPEAKERS



Pam Confer

Pam Confer, Ph.D., is an international, award-winning, bilingual professional speaker, jazz singer, business consultant, public relations guru, and sports clay enthusiast. She explodes with confidence—teaching everyone how a simple smile can move the world! With a certificate in Diversity, Equity, and Inclusion from Cornell University, Dr. Confer is a TEDx Women presenter, corporate humorist and master soft-skills trainer. She is published in the area of cross-cultural literacy and globalization, and is highly sought after for her on-point perspective on how "good differences" can be activated to restore harmony. Dr. Confer is a certified Six Sigma Diversity and Inclusion Yellow Belt, and a Six Sigma Black Belt. She is the author of the theory of "Circle-Shifting", influencing the movement of personal and professional circles from within. Dr.

Confer has graced the cover and been featured in several publications, including, Jackson Free Press (2017), Southern Automotive Magazine (2018), Medium Magazine (2020) and Thrive Global Magazine (2020). Her open mind, personal stories and amusing training style are unmatched. Dr. Confer has a certification in online learning from the National Institute of Online Learning (NIOL). She is a member of the Society for Human Resource Management and the Association of Talent Development. She has served as a lead instructor and curriculum developer for the Mississippi State Personnel Board for approximately 17 years. Dr. Confer also travels in person or virtually across the world, offering specialized keynotes, trainings, and comedic self-help talks for governmental entities, educational institutions, public and private sectors. A singer/songwriter, Dr. Confer is recognized for her signature, interactive performances. She is an artist on the Mississippi Arts Commission's roster and travels throughout the Southeast with her band, Jazz Beautiful. Her voice is described as, "velvet soul... dipped in Jazz!" In December of 2017, Dr. Confer debuted "Mississippi Beautiful", a song she wrote, produced and recorded in tribute to the state's bicentennial and the opening of the Two Mississippi Museums. The anthem plays each day in the "Where Do We Go From Here" Gallery of the Mississippi Civil Rights Museum. She regularly performs the song across the state. In 2019, former Governor Phil Bryant issued a proclamation declaring May 10 as "Mississippi Beautiful Day" statewide. On June 19, 2020, Dr. Confer debuted her single, "Stand!", a foot-stomping anthem that provides a cadence for the injustices in communities of color. Dr. Confer is a strong advocate for community partnerships. Where there are possibilities for progress, you'll find Dr. Pam Confer. Learn more about Dr. Confer at pamconfer.com.

Keynote Address: *Circle Shifting: Your Power to Move Things*

A talk of self-elevation and introspection during these trying times. An uplifting, motivational, empowering reminder of how we can use our voices and choices to influence the world around us. We can either move within circles, or move those circles— from within.

Breakout Sessions: *Building Bridges Beyond Biases*

KEYNOTE SPEAKERS



Stacy Melvin

Stacy Melvin, the founder of MindFrame, helps leaders discover what is most vital for success and chart the path to get there. As a credentialed leadership coach and seasoned executive, she helps her clients make bold, authentic moves with confidence. Stacy has coached leaders from rising stars to the C-Suite, helping her clients build connections and make a sustainable, meaningful organizational impact. She is a savvy strategic thinker with deep expertise in creating team culture and designing leadership systems that deliver results. Before launching MindFrame, Stacy served for 18 years in progressive leadership roles in the largest healthcare system in Louisiana. Stacy led high-performance teams in both operations and corporate areas in

roles such as the Vice President of Oncology and the System Vice President of Project Management and Process Improvement. She has experience both building teams from the ground up and leading them through large-scale enterprise-wide transformation. Stacy coaches and teaches across many industries, including healthcare, technology, construction management, and higher education. Stacy also serves as Adjunct Faculty for the Loyola University, New Orleans MBA program. Based out of the Greater New Orleans Area, Stacy is a serious hobbyist, dabbling in guitar, piano, and voice and many outdoor adventures like scuba diving and hiking.

Keynote Address: *The Inner Game of Leading Change*

Leading change is the most challenging work leaders must do, and it is even more demanding in today's climate. This session will help participants explore the mindset and leadership competencies needed to create a positive change culture for their teams.

Breakout Sessions:

- *Managing Up: Leveraging Connection to Lead Change*

Driving change requires leaders to leverage power and influence in their organization. In this program, participants will learn the key ingredients to building a trusting, mutually beneficial relationship with the executives they depend on for success. Participants will walk away with practical skills for managing even the trickiest interactions with key executive partners.

- *Creating Happy*

Learn the surprising benefits at work and at home that come from making creative endeavors a priority. This program will explore the noble pursuit of hobbies, the neuroscience of creativity, and how being multi-passionate can seriously boost your career.

BREAKOUT SESSIONS

Alison Boyle

Adoration Home Health and Hospice – Mississippi

- ***Volunteering through COVID: Finding Our Way During a Crisis***

As a Volunteer Coordinator I knew we had to find a way for volunteers to maneuver through the challenges of Covid. So that's exactly what we did and have continued to do. My volunteers have proven that where there's a will, there's a way. As a team we thought outside the box, plowed our way through and are still reaping the benefits of hard work and determination. I want to leave you inspired with the creative and fun ways that we have found to work for us during such a trying time. I hope you're excited because I am! You will leave this session with helpful tips and training on how to run a successful volunteer program.

Offered on Friday, March 11 from 1:30 pm – 2:45 pm

About the Speaker:



Alison Boyle is the Volunteer Coordinator for Adoration Hospice of North Mississippi. She's married to her wonderful husband, Lee and they have 3 rambunctious yet amazing sons, JP (14), Rhodi (11) and Kolby (11). She lives in Duck Hill, Mississippi on a farm and loves the country life. She has been with Adoration for 2.5 years and calls the volunteer program her baby. Adoration Hospice was just getting started when she was offered such an exciting job opportunity as the new Volunteer Coordinator, and that also meant starting from the bottom and building it to the top. With a lot of hard work and determination, Alison and her awesome volunteers have made that happen. She has built a solid program not only for her area but for the company. The program continues to grow throughout Adoration, and Alison now trains all up and coming Volunteer Coordinators.

BREAKOUT SESSIONS

Dr. Robert Campbell

The Joint Commission

- ***Regulatory Readiness for Volunteer Programs***

This session will describe The Joint Commission requirements for volunteers in healthcare organizations.

Offered on Saturday, March 12 from 8:45 am – 10:00 am

About the Speaker:



Robert Campbell, PharmD, BCSCP, currently serves as the Clinical Director, Standards Interpretation Group at The Joint Commission. In this role, Dr. Campbell is responsible for providing interpretation of Joint Commission standards in all accreditation programs, with special emphasis on standards issues. He provides direction and leadership to surveyors and Standards Interpretation Group (SIG) staff addressing interpretation of standards. He also participates as a consultant in the development and revision of standards and supports ongoing accreditation services and special projects. Dr. Campbell also serves as the Director of Medication Management for the Joint Commission Enterprise.

In this role, he functions as the subject matter expert for medication management related topics; assists with interpreting the intent of standards, as well as the development and revision of standards; provides guidance to organizations and Surveyors; and supports the accreditation and certification process across the Joint Commission Enterprise. Dr. Campbell continues to function as a Surveyor for The Joint Commission in the Hospital Accreditation and Critical Access Hospital Accreditation Programs, as well as a Reviewer in the Medication Compounding Certification Program to assess compliance with accreditation and certification program standards. He is a member of the Accreditation Council for the Joint Commission and a member of the National Coordinating Council for Medication Error Reporting and Prevention. Prior to joining The Joint Commission, Dr. Campbell worked in health care organizations and held leadership positions with oversight responsibilities for performance improvement, accreditation readiness, risk management, infection control, medical staff services, and inpatient and outpatient pharmacy services. Dr. Campbell is Board Certified in Compounded Sterile Preparations by the Board of Pharmacy Specialties and is licensed as a Registered Pharmacist in Florida. In addition, he holds a Green Belt in Six Sigma.

BREAKOUT SESSIONS

Kristy Rene Coie-Day and Heather Murphy

Department of Veteran Affairs

- **SEEDS (Spread Enthusiasm *Educate* Demonstrate Success)**

SEEDS: Spread Enthusiasm * Educate * Demonstrate Success. This is an interactive presentation that will demonstrate how to empower coworkers, mentor individual, turn one person's "no" into another person's "yes". Based upon our personal perspective and personal experiences with the Dynamic Mentoring program and real life.

Offered on Friday, March 11 from 10:00 am – 11:15 am

About the Speakers:



Kristy Rene Coie-Day started her career with the VA in 2012 as the Voluntary Service Specialist at the Newington Connecticut VA Campus. While in Connecticut she was instrumental in the training of hospital staff in Reiki I and II. In 2013 she transferred to the Pittsburgh Pennsylvania where she took on the role as Supervisory Voluntary Specialist. While in Pittsburgh Kristy expanded the youth volunteer program bringing on over 40 kids each summer. Along with the help of the youth volunteers they started a "bag for buddy" program which provided a three-day supply nonperishable food items for Veterans in need. In 2016 she relocated to Cleveland Ohio as the Chief of Voluntary Service. While in Cleveland she expanded the National Salute week activities to include vow renewal services for long term inpatient Veterans. In 2018 she joined the Central Virginia VA Health Care System team as Chief of Voluntary Service and has been very instrumental in expanding the services currently provided by voluntary along with opening new opportunities for volunteers. Outside of work Kristy enjoys spending time with her husband, children and grandchildren, teaching reiki, and volunteering within her community as the V.P. of the volunteer Fire Department and assisting county officials recruit volunteers for community events.



Heather Murphy is joining the West Palm Beach VA Medical Center as the Chief of Voluntary Service. Heather's mission is to strategically integrate volunteers, donations and community partners into the West Palm Beach, VA Medical Center for the purpose of supplementing staff and increasing care and services for Veterans. Heather strongly encourages everyone to volunteer and immerse yourself within your community. Prior to joining the WPB staff, Heather was the Voluntary Service Chief at the Chillicothe, Ohio, VAMC. During her time in Chillicothe, she also contributed to the new Electronic Health Record Modernization project and the facility COVID-19 pandemic response. She is a member and active volunteer of the Women's Army Corps, American Legion, Veterans of Foreign Wars, 40 & 8, and the Greater Chillicothe Women in Business. She is a proven leader who ensures a positive and supportive environment for her team, volunteers, community partners, and fellow Veterans. A proud Veteran serving Veterans, Ms. Murphy served in the U.S. Army, including one tour in 2009 in support of Operation Iraqi Freedom (OIF).

BREAKOUT SESSIONS

Tracy Haddock

Sarah Bush Lincoln Health Center – Illinois

- ***Donated Textiles – Making a Difference One Patient at a Time***

Participants will learn about the variety of items that are donated to healthcare organizations as well as the value of those items to patients. In addition, this presentation will look at the process developed by our volunteer services department to ensure that all donated items are cleaned before a patient receives those items.

Offered on Thursday, March 10 from 3:30 pm – 4:45 pm

About the Speaker:



Tracy Haddock is the Director of Volunteer Service at Sarah Bush Lincoln Health Center located in Central Illinois. She has an M.A. in Gerontology and a B.S. in Community Health Education. She previously served as a Children’s Minister and worked very closely with volunteers. In her tenure as Director, there have been many changes to the volunteer program. One such change is the process for making, accepting and distributing any textile items made by volunteers and community members. In her free time, she loves to spend time with her family, especially her 4 grandchildren.

BREAKOUT SESSIONS

Halley Hamon, CVM, CAVS

Erica Phillips, MA, CFRE, CAVS

Arkansas Children's – Arkansas

- ***Building, Engaging, and Empowering Your Volunteer Supervisor Team***

In this session, we will cover the role of department-specific volunteer supervisors, including recruitment, initial and ongoing training, engagement and stewardship. We will share the impact that volunteer supervisors make on the volunteer experience and how they contribute to the safety and excellence of the organization.

Offered on Friday, March 11 from 10:00 am – 11:15 am

- ***The Gift Shop Benchmark***

In this session, attendees will learn about a pilot benchmarking group for gift shops involving 6 hospital gift shops. We'll define and demonstrate the importance of benchmarking and explore preliminary findings from the current pilot. Lastly, we'll facilitate a discussion on expanding and engaging potential benchmarking opportunities for gift shops around the nation.

Offered on Thursday, March 10 from 3:30 pm – 4:45 pm

About the Speakers:



Halley Hamon very happily stumbled her way into volunteer management in 2009 and has been grateful ever since for a career that combines meaningful relationships and impactful service in her home state of Arkansas. Halley currently serves as the Volunteer Engagement Programs Manager at Arkansas Children's. She holds a Bachelor of Arts in Literature from the University of North Carolina at Asheville and is a certified volunteer manager (CVM) and certified administrator of volunteer services (CAVS).



Through a diverse background in external relations and volunteer engagement, **Erica Phillips** is a mission-driven volunteer administrator. Erica holds a Master of Communications and pursues a Master of Health Administration. Erica currently serves as Executive Director of Volunteer Engagement for Arkansas Children's health system with nearly 400 volunteers, two gift shops and a robust in-kind donation program. Erica is a certified fundraising executive (CFRE) and certified administrator of volunteer services (CAVS).

BREAKOUT SESSIONS

Amy Lionheart

with Nancy Sheehan, Kathleen Hearty, and John Mahoney

Nuvance Health – Connecticut

- ***Designing Patient Centered Programming During a Pandemic: Peer to Peer Support***

Designing a new program focused on patients and families is always a challenge, but during a pandemic its innovative and exciting. Learn more about how we have worked with an interdisciplinary team to overcome silos and promote our brand new Peer-to-Peer Volunteer Support Program where our doctors, clinical care teams, and laypersons are specially trained as peer support volunteers. This program was created in reaction to the inability of families to maintain connections with their loved-ones during the pandemic to enrich the patient experience while maintaining a human connection. The program was modeled after an Award-Winning Volunteer Caregiver Coach Program, at The Goldstone Caregiver Center, the first and only Center of its kind in the state of Connecticut designed to support individuals caring for a family member or friend. The purpose of the Goldstone Caregiver Center is to promote the well-being of caregivers through compassionate support and a healing environment. Our Caregiver Coaches are the foundation of the Center's program. This program expanded out to include trained volunteers in several specialties for our service lines; volunteers provide support, information, resources, and personal connections to newly diagnosed patients and their families at our Cancer Institute, Heart and Cardiovascular Institute, and Neurosciences Institute, but we are also in the process of building a pool of volunteer peer supporters who can be paired with virtually any newly diagnosed patient within our organization. These volunteers are provided an invisible backpack of tools, helping them while serving as a presence for our patients and provide them with resources and advocacy.

Offered on Friday, March 11 from 1:30 pm – 2:45 pm

About the Speaker:



With twenty-two years of experience in volunteer administration, **Amy Faith Lionheart** is Network Manager of Volunteer Services for Nuvance Health, a seven hospital Network serving 1.5 million individuals with locations that span Connecticut and New York's Hudson Valley for more than five years.

Mrs. Lionheart was recognized as a 2019 Healthcare Hero from the Connecticut Hospital Association. She was also selected as a recipient of the 2019 New England Association of Directors of Healthcare Volunteer Services (NEADHVS), President's Award for Outstanding Program Development for her work with the creation of the Goldstone Caregiver Center Volunteer Caregiver Coach Program. The Goldstone Caregiver

Center is the first and only of its kind in the state of Connecticut designed to support individuals caring for a family member or friend. The President's Award is presented to recognize an outstanding volunteer program that incorporates innovative administrators, effective collaborators and the ability to create "high impact" within the field of Volunteer Services. In her time with Nuvance Health, Lionheart has transformed her department into a high-performing group sharing a common vision, goals, and metrics. Her team collaborates, challenges one another and holds each other accountable to achieve outstanding results. During the recent merger, her team joined forces with the organization's newly created department and Chief of Patient Experience (CXO), to expand the link between volunteer services and is now a member of the patient experience team.

Amy Faith Lionheart holds a Master of Business Administration with a focus on marketing and a masters degree in Corporate Communication and Public Relations. She spearheaded the creation of a volunteer services department for Constellation Hospice and Home Care of Connecticut, where she served as Coordinator of Volunteers and Bereavement. Prior to that, she was Director of Volunteers and Community Relations for 12 years at the New Jewish Home in New York, Director of Breast Health Programs for the American Cancer Society, Queens Region, where she managed Making Strides Against Breast Cancer, an annual walk-a-thon and major fundraising campaign, wrote a grant covering eleven health and hospital partners, each providing diagnostic imaging and educational services for at-risk adults in one of the most diverse communities in Rego Park, New York partnering with several non-profit healthcare related organizations providing services in 160 different languages. And while at the American Diabetes Association, she held the position of New York City District Manager for Programming and Volunteer Services, overseeing the Community Diabetes Initiative, the Worlds Largest Block Party, a festival spanning fifteen city blocks along Madison Avenue and Tour De Cure, a cycling fundraiser traveling through the boroughs of NYC.

Most recently, she served as membership chair for the New England Association of Directors of Healthcare (NEADHVS). She is currently Chairperson of the Connecticut Hospital Association's Volunteer Services Workgroup.

In her spare time, she enjoys traveling with her wife, playing the djembe in community drum circles, entertaining their two fur babies, Buddy and Maeve, and rowing on their at home reality Hydrow rowing machine.

BREAKOUT SESSIONS

Cate Murphy

Samaritan Technologies

- ***Building the Foundation – How to Join Patient Experience as Partners for the Patient Experience***

Offered on Saturday, March 11 from 1:45 pm – 3:00 pm

About the Speaker:

BREAKOUT SESSIONS

Anne Obarski

Merchandise Concepts

- ***“I’ll Just Get it Online”*: Strategies to Keep Customers on Your Doorstep (two sessions offered)**

Your best customer is the one who keeps coming back to you. What motivates your customer to come to your business? Do they like the ease of finding what they want in your online store or do they like the direct contact and complete shopping experience they have when they come to see you in person? No matter how they arrive on your proverbial doorstep, now is the best time to create a customer retention strategy. Many shoppers have uttered these words at some point, “I’ll just get it online” and if they come to your website to do that, that is fine. However, if they are standing in your store and frustrated with lack of customer service or poor product selection the chance for them to order from “anyone” online, goes up dramatically. We’ll look at 5 strategies to keep your customers on your doorstep, whether virtually or physically.

Offered on Friday, March 11 from 1:30 pm – 2:45 pm

***Repeat* Offered Saturday, March 12 from 1:45 pm – 3pm**

- ***On the Floor – A Merchandising “GPS” for increased sales***

As customers return to physical stores, it’s the eye-catching displays that grab your customers’ attention and drive revenue. They have been used to buying online and now you have them on your “stage”. Have you re-done your floorplan for your store including signing and traffic patterns and merchandising that will keep them shopping? Is your lighting and décor drawing attention to your merchandise or taking away from it? Are you still struggling at creating the right “displays” and using the right strategies to place product on your shelves? Has every product earned its right to being in your store or is some of your inventory slowing your turnover? This session will address the “new” ways to address your inventory and your store merchandising to receive a standing ovation from your customer.

Offered on Saturday, March 12 from 8:45 am – 10:00 am

- ***Grow Your Gift Shop Business***

Your customer expects an "experience" even if it is just a daily purchase. That "experience" involves more than just saying hello to a customer. Offering the right blend of merchandise and inventory control, knowing the correct timing to take that first markdown, sharing your excitement for new products with your volunteers and offering a fun shopping atmosphere are critical to your shops growing success. You'll...Discover new trends in the hospital gift business

for your growing success. Learn purposeful buying and merchandising techniques for your shop. Sharpen your focus on the communication and product sales skills that engage and create a memorable customer "experience" within your business.

Offered on Saturday, March 12 from 10:15 am – 11:30 am

About the Speaker:



Anne Obarski says that making a positive, lasting impression with every customer has never been more important in today's world. Serving customers can be a joy... and then again, sometimes it's not! Whether you want stellar Yelp reviews or viral YouTube videos, it's all about consistently delivering an infectious, enviable, repeatable customer service experience to every customer, every day. She knows what works and what doesn't. Driven by her extensive experience over the past 30+ years Anne shares her wisdom designed to motivate you to take a deeper look at what your customer experiences every day. Past sportswear buyer for a million-dollar department for the May Co. Department Stores, now under the Macys name, college business instructor, retail consultant and international speaker have all helped Anne to bring real life experiences and advice to the thousands of audience members and Fortune 500's that have heard her passionately speak for three decades. Her interactive keynotes and workshops help challenge leaders, create more effective sales teams and improve performance at every customer service touchpoint. As founder of Merchandise Concepts, Anne's "Retail Snoops"™ program consists of extensive research regarding all aspects of customer service. She has gathered priceless research as her company has mystery shopped over 2000 stores and businesses across the US. That research, whether from fast-food restaurants or Fortune 500 companies, has allowed Anne to develop a laser focus with real time customer service experiences that she used to author and co-author 5 books in the area of customer service. Anne has been a professional member of the National Speakers Association since 1996.

BREAKOUT SESSIONS

Cindy Short

Maury Regional Medical Center – Tennessee

- ***Super Stars: An Alternative for Volunteers***

The Auxiliary SuperStar Program reaches beyond traditional boundaries of Auxiliary service and addresses the issue of the "Aging Volunteer." It's a unique concept to utilize this wealth of knowledge and experience, but without active service. The goals of the program are: Promote 'good will' within the auxiliary, hospital and community; Recognize the volunteer's dedication and service to the hospital; Offer an alternative to active service; Retain volunteers as long as possible, regardless of age, health or physical challenges.

Offered on Thursday, March 10 from 3:30 pm – 4:45 pm

About the Speaker:



Cindy Short has served as the Director of Volunteer Services at Maury Regional Medical Center since November 2020 where she manages a program of nearly 300 volunteers, including oversight of the Auxiliary Gift Shop. Cindy has been with Maury Regional Medical Center for 10 years and held the position of Assistant Director of Volunteer Services for 9 years. One of Cindy's favorite responsibilities is to coordinate the MASH (Maury Academy for Students in Health) program each year for upcoming juniors and seniors in the Middle Tennessee area. She has served as Treasurer of THVP (Tennessee Healthcare Volunteer Professionals) for 8 years and values the friendships and knowledge she has received from being a part of the board. Cindy received her Bachelor's Degree in Interior Design, Art and Architecture from Middle Tennessee State University in Murfreesboro, TN in 1981. She has two sons, two beautiful daughters-in-law and four grandchildren. A natural born "Southerner", Cindy and her husband enjoy life on their farm in Middle Tennessee.

BREAKOUT SESSIONS

Angela Smith, CAVS

- ***Demonstrating Value to the C-Suite and Finding Inner Strength During Difficult Times***

Every great volunteer program has a great volunteer resource professional who communicates its story to the organization and the community. Explore how to communicate value in volunteer programs, especially how to highlight this value during the pandemic. Learn how to better demonstrate your skills to key organizational leaders and how to effectively build and cultivate relationships to advance your program. Find ways to better promote your work, your value and your passion for volunteer service at your organization. Find your voice and reconfirm your passion for service.

Offered on Friday, March 11 from 1:30 pm – 2:45 pm

- ***The Changing Dynamics of Hospital Auxiliaries and How to Re-Invent Them***

Learn the rich history of hospital auxiliaries across the United States. Learn, explore and discuss the current issues hospital auxiliaries face with membership, raising funds, structures, bylaws, etc. Through several case studies, learn about how auxiliaries have handled these challenges and how some have reinvented themselves to raise funds for their hospital and support their community.

Offered on Saturday, March 12 from 8:45 am – 10:00 am

- ***Reinventing the Traditional Director of Volunteer Services Role to Add More Value for Your Organization***

The pandemic challenged the Director of Volunteer Services role and other volunteer leader roles across the nation. With limited volunteers returning from the pandemic, many DVSEs have started “other duties as assigned” at their hospitals as a response to the emergency. However, some of these “other duties” have developed into new roles which compare volunteer management with patient experience, human resources, community relations, etc. Many volunteer leaders are embracing these changes and creating new, innovative roles for themselves at their organizations.

Offered on Saturday, March 12 from 1:45 pm – 3:00 pm

- ***Volunteer Recruitment Strategies of the Future (two sessions offered)***

In today's world, there are numerous organizations competing for volunteer time. Volunteering has risen in popularity and become one of the newest ways to engage socially and give back to

the larger community. To capitalize on the public's interest in volunteerism, volunteer management professionals need to build the right recruitment strategies, messaging and media to reach today's volunteer which is a very different demographic in these changing times. Discuss generational differences in service aspirations. Learn new strategies in volunteer recruitment. Explore web recruitment and online messaging Learn Social Media recruitment techniques. Develop brainstorming techniques to create new recruitment methods. Create a comprehensive volunteer recruitment plan

Offered on Friday, March 11 from 10:00 am – 11:15 am

***Repeat* Offered Saturday, March 12 from 10:15am–11:30am**

About the Speaker:



Angela Smith is a certified Administrator of Volunteer Services (CAVS) by the Beryl Institute. She holds a Masters in Public Administration (MPA) with a concentration in Non-Profit Administration from the University of Akron receiving the Ohio Board of Regents Graduate Fellowship for graduate study. She received her Bachelor of Arts in Political Science from Walsh University in North Canton, Ohio. Mrs. Smith is currently the System Director of Strategic Workforce Planning and Community Programs at Summa Health where she is responsible for direction and integration of the hospital volunteer programs at several hospitals and overseeing several gift shops and axillaries in addition to overseeing workforce planning and several workforce development programs to address the health system's future labor needs. Her past experience includes volunteer management positions at both the Sisters of Charity Health System and Akron General Health System. Her current professional/community involvement consists of Immediate Past President for the AHVRP Board of Directors. Past leadership, roles include Co-Chair of the Susan G. Komen Northeast Ohio Associate Council, Chair of the Akron Reads Steering Committee and Peer Evaluator for the AmeriCorps grant review process through the Ohio Commission on Service and Volunteerism. She is also a past Board Member of the Ohio Healthcare Volunteer Management Association (OHVMA). In 2021, she received the Leadership Caring Award at Summa Health for her leadership and compassion during the pandemic. In 2014, she received the Athena Young Professional Leadership Award from Inside Business Magazine and Athena International, an organization focused on the advancement of women in professional roles. In 2019, she was a 30 for the Future Award recipient with the Greater Akron Chamber of Commerce. She has contributed writing for three national publications. Most recently she, along with three other authors, published an article in the American Organization of Nurse Executives' Voice of Nursing Leadership publication. The article highlighted the development and impact of Summa's Emergency Department Volunteer Rounder Program. She also recently authored a cover story for the Volunteer Management Report. She has presented at national conferences for AHVRP and the Society for Healthcare Volunteer Leaders (SHVL). In addition, she has been the keynote speaker for several state healthcare volunteer management associations in states such as Indiana, Wisconsin, and Ohio.

BREAKOUT SESSIONS

Rob Toonkel, CDVS, CAVS, CVA, CVM

Arnot Health – New York

- ***We're Not Gonna Take It: How Directors of Volunteer Services can Climb out of the Hole (Part 1 and Part 2)***

Who we are has made us what we are. Volunteer leaders have an incredible set of attributes that make them the leading talent management personnel in the healthcare field. Yet some of those same talents have shortcomings. Some of those shortcomings are why many of us feel like we're on the edge of the chopping block, and why we are generally underpaid, underappreciated, and relegated to second class. As we look toward our future, there are certain steps we need to take to dance ahead of the blade, for our industry and for ourselves. Between the two sessions, we will examine ourselves, our skills and our past, while covering seven steps we must follow to climb out of the hole and into the sunlight.

Part 1 Offered on Thursday, March 10 from 3:30 pm – 4:45 pm

Part 2 Offered on Friday, March 11 from 10:00 am – 11:15 am

- ***Instant Winner for Your Volunteer Engagement and Program Success***

The best takeaways from a conference are ideas that are easily replicable, financially achievable, and deeply impactful. Together we will explore a number of initiatives that meet these criteria, concepts you can simply implement and soon enjoy the rewards of greater volunteer engagement, and greater staff engagement with volunteers. With little energy, little investment, and little approval needed, you'll leave with ideas you can achieve before summer arrives.

Offered on Saturday, March 12 from 1:45 pm – 3:00 pm

About the Speaker:



Rob Toonkel leads the Volunteer Services program at Arnot Health in Elmira, New York, overseeing the recruitment, onboarding, orientation, retention, and recognition of volunteers, and working with staff in addressing service opportunities through proper volunteer placement. Rob weaves a bevy of diverse experiences into his hospital role, including twelve years as a hospital volunteer manager, three years working in the U.S. House of Representatives, and eight years as the Director of Communications of a non-profit organization. His 10,000 hours of volunteer service includes six years as a healthcare volunteer, five years as an English-as-a-Second-Language teacher, and 500 hours with a suicide prevention hotline and a sexual assault response hotline.

BREAKOUT SESSIONS

Karina Vargas, CAVS, CompTIA Project+

Melissa Bergin, M.Ed

Bespoke Software – VSysOne

- ***Is That What You Meant to Say? Creating a Strategic Communication Plan that Makes Sense***

In an age where there is heavy competition for people’s attention, how can a volunteer program deliver the right message at the right time across the appropriate channels to its intended target audience? A well-developed strategic communication plan sets the foundation for staff to meet this communication challenge. Whether it’s communicating an upcoming event, changes to a schedule, or even distributing vital information related to disasters and emergency response, investing time to predetermine your communication strategies will prove worthwhile. This hands-on learning experience will explore communication goals, audiences, tactics, timelines, and stakeholder involvement, while also highlighting how technology can be the answer to many of your communication struggles.

Offered on Thursday, March 10 from 3:30 pm – 4:45 pm

About the Speakers:



Karina Vargas, CAVS, has over 20 years’ experience in volunteer management at all levels, ranging from working with Board-level professional volunteers to high school students. She spent over ten years managing volunteers for a large children’s hospital where she developed volunteer leadership programs, presented interactive customer service trainings, and provided expert-level technical and leadership support to the volunteer program. Karina has a B.S. in Human Services from California State University, Fullerton and also has a CompTIA Project+ certificate in project management.



Melissa Bergin has been with Bespoke Software since its inception. Coming from a public education background, she designs and implements training programs and solutions for new clients and blending existing business practices with new process options. As a senior member of the team, she helps develop product strategies and organizational goals. Melissa has a M.S. Ed. Educational Leadership, College of St. Rose, a M.L.S. Library Science from the State University of New York at Albany and a B.S. Communication from Cornell University.

DAILY PROGRAM – THURSDAY

WHEN	WHAT	WHERE	WHO
8am – 5pm	Registration	Main Registration Area, 2 nd floor?	All attendees
10am – 11:15am	Facilitator Training	Midtown 2	Facilitators only
	First-Time Attendee Session	Wedgewood	First-time attendees
11:30am – 1:45pm	Opening Session Lunch + Keynote Speaker: <i>Stacy Melvin</i>	Grand Ballroom 1-2-3	All attendees
2pm – 3:15pm	<i>Healthcare Volunteer Leader</i> Networking Session	Midtown 1	Healthcare Volunteer Leaders
	<i>Retail Management</i> Networking Session	Sylvan Park	Gift Shop Leaders
	<i>Volunteer/Auxiliary</i> Networking Session	Midtown 3	Volunteers/Auxiliary
3:30pm – 4:45pm	Breakout Session: <i>The Gift Shop Benchmark</i>	Sylvan Park	Gift Shop Leaders
	Breakout Session: <i>We're Not Going to Take It: How Directors of Volunteer Services can Climb out of the Hole – Part 1</i>	Wedgewood	Healthcare Volunteer Leaders
	Breakout Session: <i>Donated Textiles – Making a Difference Once Patient at a Time</i>	Midtown 1	Any attendees
	Breakout Session: <i>Is That What Your Meant to Say? Creating Strategic Communication Plan That Works</i>	Midtown 2	Any attendees
	Breakout Session: <i>Super Stars: An Alternative for Volunteers</i>	Midtown 3	Any attendees
	Breakout Session: <i>Creating Happy</i>	Germantown 4	Any attendees
5pm – 7pm	SHVL Annual Meeting and President's Reception	Midtown 1	SHVL Members

DAILY PROGRAM – FRIDAY

WHEN	WHAT	WHERE	WHO
8am – 5pm	Registration	Main Registration Area, 2 nd floor?	All attendees
8:30am – 9:45pm	Plated Breakfast + Impact Award Presentation and Program Highlights	Grand Ballroom 1-2-3	All attendees
10am – 11:15am	Breakout Session: <i>Managing Up: Leveraging Connection to Lead Change</i>	Sylvan Park	Healthcare Volunteer Leaders
	Breakout Session: <i>We're Not Going to Take It: How Directors of Volunteer Services can Climb out of the Hole – Part 2</i>	Wedgewood	Healthcare Volunteer Leaders
	Breakout Session: <i>Building, Engaging, and Empowering Your Volunteer Leader Team</i>	Midtown 1	Any attendees
	Breakout Session: <i>Volunteer Recruitment Strategies of the Future</i>	Midtown 2	Any attendees
	Breakout Session: <i>SEEDS – Spread Enthusiasm, Educate, & Demonstrate Success</i>	Midtown 3	Any attendees
	SALS Tea – By Invitation Only	Germantown 4	By invitation
	BUYERS' ONLY – Vendor Show Preview	Germantown 1-2-3	Gift Shop Buyers
11:30am – 3pm	OPEN Vendor Show	Germantown 1-2-3	Any attendees
11:30am – 1:30pm	Boxed Lunch	Grand Ballroom 1-2-3	All attendees
12 noon – 2 pm	<i>Bedazzle Your Bandana</i> Creative Event	Germantown 4	Any attendees

1:30pm – 2:45pm	Breakout Session: <i>“I’ll Just Get It Online” Strategies to Keep Customers on Your Doorstep</i>	Sylvan Park	Gift Shop Leaders
	Breakout Session: <i>Designing Patient Centered Programming During a Pandemic – Peer to Peer Support</i>	Wedgewood	Healthcare Volunteer Leaders
	Breakout Session: <i>Demonstrating Value to the CSuite and Finding Inner Strength During Difficult Times</i>	Midtown 1	Any attendees
	Breakout Session: <i>Building Bridges Beyond Biases</i>	Midtown 2	Any attendees
	Breakout Session: <i>Volunteering Through COVID – Finding Our Way During a Crisis</i>	Midtown 3	Any attendees
3pm – 3:30pm	Vendor Show Door Prizes	Germantown 1-2-3	Any attendees
3:45pm – 5pm	Retail Networking Session	Sylvan Park	Gift Shop Leaders
	Academic Medical Center Networking Session	Wedgewood	Healthcare Volunteer Leaders at Academic Medical Centers
	Community Hospital Networking Session	Midtown 1	Healthcare Volunteer Leaders at Community Hospitals
	Children’s Hospital Networking Session	Midtown 2	Healthcare Volunteer Leaders at Children’s Hospitals
	Volunteer/Auxiliary Networking Session	Midtown 3	Volunteers/Auxiliary
	Department of Veteran Affairs Hospital Networking Session	Germantown 4	Healthcare Volunteer Leaders at VA Hospitals

DAILY PROGRAM – SATURDAY

WHEN	WHAT	WHERE	WHO
8:45am – 10am	Breakout Session: <i>On the Floor – A Merchandise GPS for Increased Sales</i>	Sylvan Park	Gift Shop Leaders
	Breakout Session: <i>The Changing Dynamics of Hospital Auxiliaries and How to Re-Invent Them</i>	Wedgewood	Any attendees
	Breakout Session: <i>Regulatory Readiness for Volunteer Programs</i>	Midtown 1-2-3	Any attendees
10:15am – 11:30am	Breakout Session: <i>Grow Your Gift Shop Business</i>	Sylvan Park	Gift Shop Leaders
	Breakout Session: <i>Volunteer Recruitment Strategies of the Future (repeat)</i>	Wedgewood	Healthcare Volunteer Leaders
	Breakout Session: <i>Building Bridges Beyond Biases (repeat)</i>	Midtown 1-2-3	Any attendees
12noon – 1:30pm	Plated Lunch + Keynote Speaker: <i>Pam Confer</i>	Grand Ballroom 1-2-3	All attendees
1:45pm – 3pm	Breakout Session: <i>“I’ll Just Get It Online” Strategies to Keep Customers on Your Doorstep (repeat)</i>	Sylvan Park	Gift Shop Leaders
	Breakout Session: <i>Reinventing the Traditional Director of Volunteer Services Role to Add More Value for your Organization</i>	Wedgewood	Healthcare Volunteer Leaders
	Breakout Session: <i>Building the Foundation – How to Join Patient Experience as Partners for the Patient Experience</i>	Midtown 1	Any attendees
	Breakout Session: <i>Instant Winners for your Volunteer Engagement and Program Success</i>	Midtown 2	Any attendees

3:15pm – 4:30pm	Healthcare Volunteer Leader Networking Session	Midtown 1	Healthcare Volunteer Leaders
	Retail Networking Session	Sylvan Park	Gift Shop Leaders
	Volunteer/Auxiliary Networking Session	Midtown 3	Volunteers/Auxiliary
5:30pm – 7:30pm	Music City Mixer	Grand Ballroom 1-2-3	All attendees