

# Unmasking Volunteer Potential



**27th Annual  
Society for Healthcare  
Volunteer Leaders  
Education Conference  
March 22-24, 2020  
New Orleans, LA**  
*For more information visit [shvlonline.org](http://shvlonline.org)*



Join us in “The Crescent City”, New Orleans, Louisiana for SHVL’s 27th annual education conference, March 22—24, 2020! Come to the birthplace of jazz, zydeco, Cajun and swamp pop and dance the night away! You can indulge in the amazing Creole and Cajun Cuisine, French seafood, shopping and so much more!

You won’t find another city like it!

Along with the culture, food and music of our host city you will have an experience of great speakers, breakout sessions and networking with colleagues from all over the nation.

Come be a part of this great experience!

Don’t forget!

“Laissez les bon temps rouler”

*“Let the good times roll”*

Cajun expression meaning to make merry!!!!

Sincerely,

*Michelle McCann, VP Conference Education*

# Quick Conference Facts

## Registration Fee:

Registration is currently open. Register online at [www.SHVOnline.org](http://www.SHVOnline.org) or by using the enclosed registration form. See website or registration form for complete registration pricing.

- Regular Registration fee applicable from January 21, 2020 – March 2, 2020.
- One-Day Registration fee available for March 23, 2020 only.
- \$65 additional late fee required after March 2, 2020.

## Conference Brochure:

- The most recent updates to the conference brochure are posted on-line at [www.SHVOnline.org](http://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 available on the SHVL website the week prior to the conference.

## Hotel Information:

Sheraton, New Orleans 500 Canal Street New Orleans, LA 70130

- SHVL Conference Rate starts at \$235 plus state and local taxes (currently 16.20%) and occupancy fee (currently \$4 per night).
- Conference Rate **cut-off-date** is March 2, 2020.
- Reservation requests made after 5:00p.m., March 2, 2020 will be accepted at the hotel's prevailing rate; based on availability.
- To make reservations:
  - call 1-800-325-3535 and request the Society for Healthcare Volunteer Leaders 2020 Conference room rate.
  - register online at: <https://book.passkey.com/go/shvl20>
- Complimentary Wi-Fi in guest rooms.
- Valet parking available at \$46 per day.
- For more information on the hotel, visit:  
<https://www.marriott.com/hotels/travel/msyis-sheraton-new-orleans-hotel/>

## Transportation Information:

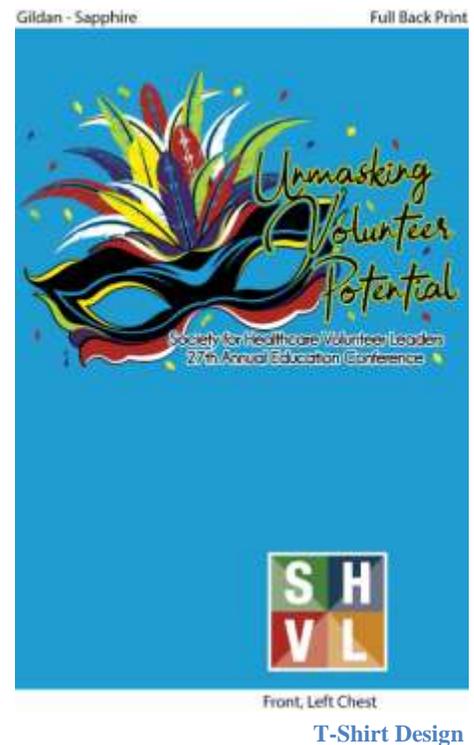
- Nearest airport – Louis Armstrong New Orleans International Airport (MSY)
  - Airport phone – 504-464-0831
  - Hotel is 12 miles W of airport
- Hotel does not provide shuttle service from airport.
  - Taxi service is available for approximately \$36 from the airport.
  - Uber and Lyft services are available at the airport.
  - Several shuttle services operate from the airport.
  - Visit <https://flymsy.com/ground-transportation/> for ground transportation information from airport
- Rail service on Amtrak Crescent
  - Serving New York, Washington, DC, Charlottesville, Greensboro, Charlotte, Atlanta, Birmingham, New Orleans and intermediate stations along the route.
  - Convenient daily service.
  - Visit <https://www.amtrak.com/crescent-train> for information

## Donate a Gift Card to the SHVL Gift Card Silent Auction 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.
- Bring the Gift Card with you to conference, in an envelope with the name of the donor (individual, Auxiliary, or hospital) and dollar value of the card(s).
- Leave the Gift Card donation at the SHVL Conference Registration Area.
- Gift Cards will be bundled and offered during a Silent Auction.
- Winners will be announced at the end of the Vendor Fair on Monday.
- Silent Auction winners may pay for their gift card bundles by cash, check, or credit card.
- **THANK YOU for your support of SHVL Education!!**

## Conference T-shirt available for only \$20!:

- Attendees will be invited to wear the shirt on March 23.
- Deadline for ordering shirts is February 21.
- Makes great gifts for your co-workers at home.



**Sunday, March 22**

8 a.m. – 5 p.m.  
 10 a.m. – 11:15 a.m.  
 11:30 a.m. – 1:45 p.m.  
 2 p.m. – 3:15 p.m.  
 3:30 p.m. – 4:45 p.m.  
 5 p.m. – 7 p.m.  
 Dinner on Your Own

**Tentative Schedule**

Registration Open  
 Facilitator Training  
 First Time Attendee Session  
 Lunch, Opening Ceremony, State Roll Call &  
 Keynote Presentation, **Why is New Orleans so Unique?**  
 Volunteer Networking Session  
 Retail Management Networking Session  
 Healthcare Volunteer Leader Networking Session  
 Breakout Sessions  
 SHVL Annual Meeting and President’s Reception  
 for SHVL Members

**Monday, March 23**

8 a.m. – 5 p.m.  
 8 a.m. – 9:45 a.m.  
 10 a.m. – 11:00 a.m.  
 10 a.m. – 11:15 a.m.  
 11:30 a.m. – 2 p.m.  
 12:30 p.m. – 2 p.m.  
 2 p.m.  
 2:45 p.m. – 4 p.m.  
 Dinner on Your Own

**Tentative Schedule**

Registration Open  
 Plated Breakfast with Keynote Presentation,  
**Attitude of a Champion**  
 Buyers Only Vendor Show (must be pre-registered  
 as a buyer; entrance requires a ticket)  
 Breakout Sessions  
 State Auxiliary Leader Tea (SALS – Invitation Only)  
 Vendor Show and Lunch  
 Bring money and plan to shop for yourself or friends  
 Write orders for your shop and / or book vendor sales  
 Mask Decorating Extravaganza  
 Prepare a Mardi Gras mask for Tuesday’s closing event  
 Vendor Show Door Prizes (must be present to win)  
 Breakout Sessions

**Tuesday, March 24**

8 a.m. – 3 p.m.  
 8 a.m. – 9:45 a.m.  
 8:45 a.m. – 10 a.m.  
 10:15 a.m. - 11:30 a.m.  
 12 p.m. – 2 p.m.  
 2:15 p.m. – 3:30 p.m.  
 3:45 p.m. – 5 p.m.  
 6 p.m. – 9 p.m.

**Tentative Schedule**

Registration Open  
 Plated Breakfast with Keynote Presentation,  
**It’s Not How You Shine . . . It’s Who You Polish**  
 Breakout Sessions  
 Breakout Sessions  
 Lunch, Impact Award and Closing Ceremony  
 Breakout Sessions  
 Breakout Sessions  
 Closing Event on “The City of New Orleans” - Cruise the  
 Mississippi River enjoying dinner and live music

### Pam Confer – It’s Not How You Shine. . . It’s Who You Polish

You can polish a silver platter so good that you see your own reflection in it. This concept also applies to our relationships with people that we interact with each day. Take an introspective look at your personal and professional lives, and determine if you are a “polisher” or a “shiner,” and how you can create opportunities that allow others to excel.



*Pam Confer is an award-winning, bilingual professional singer, songwriter, speaker and public relations consultant. Confer’s ability to engage and captivate her audiences uniquely positions her as a stand-out performer. In December of 2017, Pam wrote, recorded and performed the song, “Mississippi Beautiful,” a tribute to the state’s bicentennial and the opening of the Two Museums – Museum of Mississippi History and Mississippi Civil Rights Museum. The uplifting song is permanently featured in the “Where do we go from Here? gallery in the Civil Rights Museum. Her complementing children’s book, “I am Mississippi Beautiful,” was published in the fall of 2018.*

### Aaron Davis – Attitude of a Champion

Attitude, mental toughness and the ability to change and adapt quickly are just a few characteristics that all champions possess. Learn first-hand from a member of the Nebraska 1994 National Championship football team (considered one of the best teams ever assembled) what it takes to achieve incredible results. Examine strategies to remain positive in a challenging environment – including maintaining the ability to laugh at one’s self and to have fun. Hear tips on how to adapt to change quickly while still enjoying the ride.



*Aaron Davis has shared with over a million people how to perform like a champion. His experience as a member of the 1994 Nebraska team, as well as his work with numerous corporations and organizations, allows Davis to understand firsthand what it takes to perform like a champion and experience incredible results both personally and professionally. His speaking and consulting company, Aaron Davis Presentations, Inc., has received the Chamber of Commerce Outstanding Minority Owned Business Award and Toastmasters International has presented him the Communication and Leadership Award. He’s also received the Key to the City of Lincoln and has authored three books and co-authored two others that are changing the lives of thousands.*

## Morgan Molthrop - Why is New Orleans so Unique?

We'll look at the characters that emerged from New Orleans' early Creole history to discover why the city's food, architecture, music, and people are different. Learn how early volunteers — and some enslaved — made the "Big Easy" so compelling. From nuns to pirates, Voodoo practitioners to "free people of color," experience the flavorful story of Caribbean New Orleans.



*Morgan Molthrop, a New Orleans native, studied law at New York Law School, worked on Wall Street, and taught SEC disclosure practice at NYU. After a decade in the Big Apple, Molthrop returned to New Orleans to write and lecture. A historian and artist, Molthrop has written and photographed six books on Louisiana culture, including a regional best seller on Pirate Jean Lafitte and the Battle of New Orleans. He is currently working on a book about steamboats on the Mississippi entitled, The Anatomy of a Steamboat.*

A target audience designation is included with each session and is intended as a tool to assist you as you select sessions to attend. All sessions are open to all attendees.

**(HVL)** = DVS, Directors, Managers, Coordinators, etc. of Volunteer Programs

**(GS)** = Gift Shop Managers, Retail Managers

**(VOL/AUX)** = Volunteers & Auxilians

## Georganne Bender – Gift Shop Sessions

### Neutralizing Your Competition: How to Stand Tall in a Crowd of Competitors

It's a competitive world out there! With so many stores selling the same products, what are you doing to make your store special? What are you willing to do for your customers that others can't copy? Are you willing to rely on the uniqueness of your store and your team members? This presentation will arm you with the tools and the know-how to keep loyal customers close while attracting new ones.

**Takeover My Makeover: How to Re-invent Your Retail Space!**

One of the most challenging aspects of retailing is choosing the layout that’s right for your store’s unique configuration. Another challenge is adding the eye-appealing displays that pull customers in and convince them to buy. Your customers today want to be entertained and visually stimulated and to shop in environments that make their decisions easier. Learn how to combine your store’s ambience, décor, signage and displays to increase your “shelf esteem” – and store sales!

**GenerationSpeak: Managing the Collison of the Generations**

Do you speak the same language as your customers – all of your customers? Do you understand generational nuances that make each generation unique? Do your team members from different generations work well together? This session will present a complete guide to understanding and working with the different generations that shop – and work – in your store.

**Retail Networking Session**

Georganne will facilitate the retail networking session on Tuesday afternoon.



*Georganne Bender is a speaker, author, consultant, consumer anthropologist and principal of KIZER & BENDER Speaking! Georganne and her partner, Rich Kizer, have helped thousands of businesses in the retail, restaurant, healthcare, travel, collegiate, beauty, funeral, sales, and service industries since 1990. Georganne is publisher of KIZER & BENDER’s Retail Adventures, a blog founded in 2005 that is consistently listed among important retail and small business blogs. Georganne serves as a BrainTrust panelist for RetailWire and is a partner and emcee for the popular Independent Retailer.*

**Cathy Bennett**

**Grow Your Pet Therapy Program – 4 Paws at a Time (HVL / Vol / Aux)**

Anyone can increase their pet therapy teams by utilizing what you already have! Learn to think outside the box to recruit, teach AND retain your volunteers.



*Cathy Bennett is the Pet Therapy Program Coordinator at the Medical University of SC in Charleston, SC. Cathy has grown the MUSC Pet Therapy program from 32 teams to 87 teams in thirteen months and is making Animal Assisted Therapeutic Intervention an integral part of the University’s patient experience. Cathy is also a micro-pet influencer and the creator of Groovy Goldendoodles™ a pet blog and website centered around her two Goldendoodles -*

*Harley and Jaxson. Cathy writes for several local and national pet-centric magazines sharing all that she has discovered and learned about pet therapy, training, discipline, nutrition and pet friendly places in Charleston SC.*

## Angela Berns, CAVS

### GPWAYXHCS: Volunteer / Auxiliary Scrabble (ALL)

Learn how these letters spell something quite incredible! During this session, attendees will unscramble these mystical letters to discover how Auxilians, volunteers and leaders spell success in local hospitals and communities. Attendees will learn how y-o-u are the indispensable vowels to making sense of these letters. The session will show dozens of ways Auxilians, volunteers and gift shop leaders positively impact survey scores and advocate for the all-important patient experience in their hospitals.

### Volunteers ARE a Workforce (Vol / AUX)

Workforce: The group of people, in its entirety, that contributes to the optimal flow of your organizations strategic priorities, mission, and budget constraints. Never say “I’m just a volunteer” again! Sell yourself, your service areas, and your program the HR and HCAHPS way. Attendees will learn how to communicate the impact of volunteers and enhance the credibility of their own volunteer service.

### TECH Talk – The Internet is YOUR Friend (ALL)

Learn how your colleagues are making their professional life easier by staying up to date with technology. Learn how you can use digital platforms to promote your volunteer program, increase retail sales and improve processes. Hear what your peers are tapping into to stay current and relevant in this ever changing world of digital resources. Walk the talk by integrating technology to successfully advertise your program (Canva), recruit 50+ volunteers (CreatetheGood), engage community (Facebook), create social media marketing (Giphy); sustain professional relationships (LinkedIn), increase productivity (Trello), and support financial sustainability using free tools available to anyone on-line.



*Angela Berns, CAVS is a top performing manager of an award winning volunteer program. She believes that volunteerism is the backbone of this nation and that volunteers can move mountains. As a lifelong community volunteer, Angela was a volunteer at UnityPoint Health St. Luke’s Hospital for ten years when asked to apply for a Volunteer Coordinator position; a year later she was promoted to manager of the 24/7 volunteer program with 800-plus volunteers. She also oversees the volunteer program for the new Helen G. Nassif Transitional Care*

*Center, the largest Senior Health Insurance Information Program in the state of Iowa, and serves as President for WRAP, the Wheelchair Ramp Accessibility Program. This community volunteer program is a nonprofit organization providing home access to those in need in the form of wheelchair ramps and modified steps. Angela has strengths in program development, evaluation, and promotion. She is a Certified Administrator of Volunteer Services and has been asked to speak at hospital and non-profit conferences on a local, state, and national level.*

## Sabrina Clark

### I Got DIBS: Designing Programs to Make a Difference (ALL)

Don't let other departments steal your thunder! Develop, Implement, Brand and Share your ideas with your leaders and the world!

### Who are YOU? Speaking the Language of Leadership (ALL)

Learn how to validate volunteers and you and how to express the importance of both to patient, families and visitors.

*Sabrina Clark is the National Director, Voluntary Services with the Veterans Health Administration.*

## Caroline DeLongchamps

### The Journey to Patient and Family Centered Care (HVL / Vol / Aux)

Not long after her experience in the pediatric ICU with her son, Caroline went back to the hospital where she would spend time with children whose parents were unable to be there. She had a family, a community, and plenty of resources to guide her through the most terrifying moments of her life. She recognized that not every family has those resources, so volunteering in the Children's Hospital was one way she could pay it forward. Volunteering led to her service on the Family Advisory Council, and then to numerous medical conferences around the country learning about Patient-and Family-Centered Care. Today, she is a speaker at many of those conferences she attended years ago. Join Caroline to learn how you can be a champion for your patients, families and staff by guiding your hospital in creating its own Patient and Family Advisory Council (PFAC).



*Caroline is the Manager of Patient-and Family-Centered Care for The Medical University of South Carolina Health System. She is collaborating with others to help transform the organization to a system that honors and respects partnerships with patients and families. Caroline was the 2019 Commencement speaker for The Medical University's Graduation Ceremony, receiving an honorary Doctorate of Humane Letters...a sign that the Health System is well on their way to realizing that transformation.*

## Pat Ellis

### Finding Leaders Among Your Peers (HVL / Vol / Aux)

If your Auxiliary Board seems to be in a game of musical chairs, learn how to recognize potential leaders, mentor them, and watch them lead!

*Pat Ellis is Pat President of the Association of FL Healthcare Auxilians / Volunteers.*

**Kidist Estifanos**

**Job Sharing your Volunteer Management Role (HVL / GS)**

Gain a better understanding of job sharing, how to interview to find the ideal candidate, and how to divide the work.

*Kidist Estifanos is Volunteer Services Manager at Inova Loudoun Hospital in Leesburg, VA*

**Ashley Harold**

**We Need to Talk – Crucial Conversations with Difficult Volunteers (HVL)**

Discover the tools needed to lead crucial conversations and conversations with difficult (and maybe not so difficult) volunteers.

*Ashley Harold is Manager, Volunteer Services at Saint Thomas West Hospital in Nashville, TN.*

**Leigh Hornsby, Ph.D.**

**Identifying and Managing Volunteer Harassment and Discrimination (ALL)**

Harassment and discrimination is no longer, unfortunately, limited to paid employees of your organization. This session will help you identify, report, address and manage cases of harassment and discrimination among volunteers. Results of this session will give attendees the ability to identify acts of harassment and know what tools they have and need to manage situations involving harassment and discrimination.



*With more than 30 years of communications experience, Leigh Hornsby is the Principal Partner for Public Information Associates, a Dallas-area, Texas-based consulting firm. After working in the media for more than a decade and becoming a national award-winning radio news anchor and reporter, she transitioned to the public sector and later into consulting, where she provides services to higher education, public sector (governmental agencies), healthcare and transportation*

*organizations. She specializes in consensus building, policy and procedure development and training, such as Title XI, Title VI, Open Records, Interpersonal Communications and EEOC. In her spare time, she enjoys adjunct instructing political science and government courses. Dr. Hornsby holds a Ph.D. from the University of Texas at Dallas, as well as graduate and undergraduate degrees from East Tennessee State University.*

**Donna May, CDVS**

**Therapy vs. Service Animals – BOTH are Important to your Organization (HVL / Vol / Aux)**

Better understand ADA laws, service animals and your role in the arrival, and how to best present your therapy animals to the healthcare team.

*Donna May, CDVS, is Volunteer Services and Guest Relations Manager at Cabell Huntington Hospital in Huntington, WV.*

**Joy Parker, CVA and Shannon Hood, CTRS, CCLS****The Volunteer Services / Child Life Partnership**

Children's hospitals have unique volunteer needs and requirements. See what works best for our youngest patients and their families.

*Joy Parker, CVA, Director of Volunteer Services and Shannon Hood, CTRS, CCLS, Child Life Specialist join us from Children's Hospital of the King's Daughters in Norfolk, VA.*

**Nan Pate****The Infinite Value of Volunteers (HVL / Vol / Aux)**

Learn how to explain the value of volunteers to your fellow department managers.

*Nan Pate is the Volunteer Coordinator at Vidant Duplin Hospital in Kenansville, NC.*

**Cindy Short and Barbara Wright, CDVS****Junior Volunteer Programs that "WOW!" (HVL / Vol / Aux)**

Put the WOW into your youth program with a 2-week summer program that will provide students with interactive activities that hospital staff will love!

*Cindy Short is Assistant Director, Volunteer Services at Maury Regional Hospital in Columbia, TN. Barbara Wright, CDVS, is Director, Volunteer Services at Tennova Healthcare in Knoxville, TN.*

**Tricia Spence, CAVS****You've Got Mail – and No One is Reading IT!**

What are the best practices for effective communication with staff and volunteers? Explore the various ways to get your message across.

*Tricia Spence, CAVS, is Manager, Volunteer Services and Special Events at St. Jude Children's Research Hospital in Memphis, TN.*

**Rob Toonkel, CDVS, CAVS****Annual Awesome-cation – Making Annual Education Fun and Exciting! (HVL / Aux / Vol)**

Turn the typical ways of teaching annual education on their head and build excitement for your mandatory education.

*Rob Toonkel, CDVS, CAVS, is Manager, Volunteer Services at Arnot Ogden Medical Center in Elmira, NY.*

**Katharine Urmy****Recognize to Maximize – The Best Way to Celebrate your Volunteers**

Learn how to determine how your volunteers wish to be appreciated based on their love language and more.

*Katharine Urmy is Associate Program Manager at Vanderbilt University Medical Center in Nashville, TN.*



**A Gala like  
never before!**

**Join in the “Second Line” parade from  
the hotel to experience jazz music,  
parade revelers, stilt walkers and more  
as we make our way to the mighty  
Mississippi River to board  
“The City of New Orleans” steamboat  
for a great night  
of music, food and fun!!!**

Included in conference registration.

During the closing event, a drawing for a complimentary conference registration for the March 21 - 23, 2021 SHVL conference in Nashville will be held.

You must be present to win.

# Special Thanks to our Sponsors



*Diamond Presenting Sponsor*

*Sapphire Sponsor*



**Save the Date  
for Nashville**



**March 21 – 23, 2021**

**28th Annual SHVL  
Volunteer Education Conference**



Register for the conference with this form or register online at www.SHVLonline.org with a credit card or print an invoice for submission to your hospital/Auxiliary. If registering with this form, please use a separate form for each registrant and keep a copy for your records; mail or fax completed form as indicated below.

Registration deadline for conference and hotel ends 5 p.m. Monday, March 2, 2020. (Late registration fee applies and prevailing hotel rates are subject to availability after this deadline).

ATTENDEE INFORMATION: (please print)

Attendee Name

Title of Attendee

Hospital Name

Hospital Location (City and State)

Phone

E-Mail Address

Emergency Contact Name and Phone Number

First Time Attendee? Yes No

CONFERENCE REGISTRATION FEES: Early Registration (register by January 20)

- Auxiliary, Volunteer, SAL, DVS or Retail Manager SHVL Member, LA DVS \$425
DVS or Retail Manager non-SHVL Member PLUS SHVL Membership \$520
DVS or Retail Manager non-SHVL Member \$625

Regular Registration (after January 20)

- Auxiliary, Volunteer, SAL, DVS or Retail Manager SHVL Member, LA DVS \$485
DVS or Retail Manager non-SHVL Member PLUS SHVL Membership \$580
DVS or Retail Manager non-SHVL Member \$750

Additional Registration Fees

- One-day registration (March 23) \$195
Conference T-Shirt \$20
Available through February 21 only
T-Shirt Size
Late Registration Fee after March 2 \$65
Guest Package A (all meals & Closing) \$350
Guest Package B (March 24 Closing only) \$100
Guest Package C (Breakfasts only) \$95

Guest Name: Please note guests may not attend educational breakout sessions.

PAYMENT INFORMATION:

- Total Registration Fee \$
Method of payment:
Check Enclosed (payable to SHVL)
Check to follow (registration incomplete until check received)
Credit card - VS MC AX DS

Name on Credit Card Expiration Date

Credit Card Number and Security Code

Billing Address (Street, City, State and Zip)

Phone Number Associated with Card

SPECIAL REQUESTS:

Registration includes lunch on March 22, breakfast & lunch on March 23, all meals & the closing event on March 24.

I will not attend the following meal functions:

Please indicate any special meal requests:

I am a Gift Shop buyer or Vendor Sales Chair. Please register me for the Buyers Only Vendor Show.

If you require special services identified in the Americans with Disability Act, please notify Susan Grier by March 2, 2020.

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.

All paid registrations will be confirmed. Registration fees, minus a \$100 cancellation fee, are refundable if notice is received by March 2. No refunds will be granted after March 2.

REGISTRAR CONTACT INFORMATION:

Susan Grier, CDVS Director, Visitor and Volunteer Services Prisma Health-Upstate
701 Grove Road Greenville, SC 29605 (864) 455-7920 (phone) (864) 455-4182 (fax) Susan.Grier@PrismaHealth.org (email)