

# *Building Bridges Creating Connections*



**Southeastern Healthcare Volunteer Leaders  
Annual Education Conference  
April 24-26, 2016  
Jacksonville, FL**

The SHVL Conference Hotel  
**Hyatt Regency Jacksonville**  
**Riverfront I**  
225 E Coastline Dr.,  
Jacksonville, FL 32202



**Reservations need to be made  
before  
April 1, 2016**

Reservation requests received after 5:00 pm on this date will be accepted at the hotel's prevailing rate, based on availability.

**To make your room reservations for the upcoming conference:**

- please visit this website <https://resweb.passkey.com/go/SHVL>
- If you need additional assistance booking your room, please call [888-421-1442](tel:888-421-1442).
- For questions regarding hotel amenities and general services, you may call [904-588-1234](tel:904-588-1234).

**Hotel Information & Our Special Room Rate:**

Group Rate starts at \$169 and local taxes (currently 14.30%). This rate includes the following amenities: in-room wireless high-speed internet access; wireless high-speed internet access in lobby areas/restaurants; local and toll free calls in-room; coffee & tea; fitness center access; rooftop swimming pool access; hotel shuttle service within a 3-mile radius of hotel available on a first-come, first-served basis (no reservations accepted) offered M-F from 6am to 10am and 5pm to 9pm.

- Remember: booking directly with the hotel and within our room block helps SHVL to meet minimum contractual requirements and ensures discounted rates that keep our conference rates low from year to year. Thank you for your support.
- The Hyatt Regency Jacksonville Riverfront is designated as a Smoke Free establishment. Pets are allowed in no-public areas, for overnight guests only, with a fee of \$100. For more details about our Pet Policy please ask your reservation agent when booking your room or visit our [Pet Policy: http://jacksonville.hyatt.com/en/hotel/our-hotel/pet-policy.html](http://jacksonville.hyatt.com/en/hotel/our-hotel/pet-policy.html)
- Self-parking is available at the rate of \$5.00 (overnight) per day per vehicle which includes our garage parking. Please inform the registration desk if you self-park. Valet parking is also available for \$20.00 (overnight) per day per vehicle.

**Shuttle Information**—The Hyatt Regency Jacksonville Riverfront is a 20 minute ride from the Jacksonville International Airport. They suggests three different options of transportation to their hotel:

- Super Shuttle provides direct service and is \$22 for the first person and \$8 each for additional passengers one way. Additional passengers must be listed on the same reservation.
- Gator Taxi is the exclusive taxi cab company at the airport and Hyatt's preferred company—\$38 for 1-2 passengers one way and \$8 for each additional person.
- Executive Sedan service is an option with advance reservations—\$50 for 1-3 passengers one way.

**For advance reservations for all three transportation options visit**

<http://groups.supershuttle.com/shvl.html> or contact Shuttle Service at (800) 258-3826.

For further details please visit: <http://jacksonville.hyatt.com/en/hotel/our-hotel.html>



## **“Building Bridges, Creating Connections”**

### **SHVL 23rd Annual Leadership Conference**

April 24-26, 2016

Jacksonville, Florida

The Board of Directors of Southeastern Healthcare Volunteer Leaders (SHVL) is excited to invite you to the 23<sup>rd</sup> annual leadership conference, **“Building Bridges, Creating Connections”**, April 24 – 26, 2016 at the Hyatt Regency Jacksonville Riverfront.

This year's conference will address many of the issues facing our healthcare organizations, volunteer groups and daily lives. In addition, we hope to **create connections** among our peers as we gather together to learn, network, and have some fun in sunny Florida!

As you will see as you review the program, we have lined up exceptional speakers in the fields of leadership, retail management and self-improvement – ensuring that all volunteer leaders, gift shop managers, auxiliaries and volunteers have the opportunity to gather relevant information on the topics they desire.

As a unique addition to our conference this year, we are offering an intensive workshop on the “Principles”, designed to provide new volunteer leaders with an accelerated education, or the seasoned professional with a concentrated refresher for certification. This optional workshop will be available on a “first come, first serve” basis on Sunday, April 24<sup>th</sup> at the nominal price of \$130 (which includes lunch). There is no better way to invest in yourself and your profession than by participating in this workshop!

**Once again, in an effort to keep the conference as cost-effective as possible, we ask you to print and bring this brochure with you.** Also, the presenter handouts will be available on the SHVL website ([www.shvlonline.org](http://www.shvlonline.org)) prior to the conference.

So, come join us in the city of eight bridges and 22-miles of uncrowded, sandy beaches for the opportunity to **“create new connections”** at the 23<sup>rd</sup> annual SHVL Leadership Conference. See you in Jacksonville!

We look forward to seeing you in Florida!

*Lynn*

Lynn Hornsby  
President, SHVL

*Susan*

Susan Amann  
VP Education, SHVL

**SUNDAY, APRIL 24, 2016**

## **Principles of Volunteer Management**

Instructor: Mary McCormack  
This optional workshop will be available on a "first come, first serve" basis on Sunday, April 24<sup>th</sup> at the nominal price of \$130 (which includes lunch). There is no better way to invest in yourself and your profession than by participating in this workshop!

7:30 am—8:30 am

### **Principles Module 1: Volunteer Services Role in Healthcare Industry**

Adapting traditional volunteer programs to what has become a new era in healthcare and a new generation of volunteers is critical to positioning your program for the future. Hear about current healthcare trends impacting your program and integrated program models designed to support these trends. This session will also cover the DVS's role with advocacy and strategic alignment of goals. Achieving staff buy-in, and those all-important outcome measures to market the "value" of your volunteer program will be reviewed.

8:45 am—10:15am

### **Principles Module 2: Legal Awareness**

Are you familiar with the laws that directly pertain to volunteer management? This session provides an overview of current laws with implications for volunteers and volunteer services administrators. Participants will learn about Labor and Screening Laws, the Fair Labor Standards Act, and Child Labor Law, use of volunteers during a work stoppage, HIPAA, and much more.

10:30 am—11:45 pm

### **Principles Module 3: Ongoing Preparedness for Joint Commission**

Come review the past, present, and future standards to understand practical options for complying with Joint Commission expectations now. This interactive program includes current information, best practices, and provides great resources to strengthen volunteer services programs. With unannounced surveys, tracer methodology, new numbering systems and reorganized

standards, The Joint Commission has streamlined the process to assess and insure quality patient care and safe environments. The Joint Commission recognizes the importance and impact that volunteers can have in direct patient contact areas. The program explains how volunteers are interpreted in the standards, so you can focus on the standards that pertain to your program and people. This section will help teach you specific strategies how to stay in constant readiness for The Joint Commission.

12:00 pm—12:45 am

### **BOX LUNCH**

1:00 pm—2:30 pm

### **Principles Module 4: Organization and Administration**

Does your program have the "WOW" factor through high impact programs that get noticed in your organization? Are you skilled in time management and the art of delegating? This session addresses these questions and other key topics such as: on-going program assessment, developing "high-impact" services, building a staff training program that works for your program, having clearly defined policies and procedures to aid staff in managing their volunteer workforce, and designing recruitment strategies that appeal to the new generation of volunteers.

2:45 pm—4:15 pm

### **Principles Module 5: Program Operations and Risk Management**

This section will provide an overview of crucial fundamentals including interviewing, screening, training, recognition, and retention of volunteers. What can you say and ask during an interview? What does Joint Commission expect you to cover during orientation? What do volunteers "really" want regarding personal recognition? How can you keep your volunteers active and involved? This is just the tip of the iceberg of what is covered in this program. In addition to this content, you will receive time-proven sample forms that you can use at your facility.

## SATURDAY, APRIL 23, 2016

### Pre-Conference Sightseeing

- There is something for everyone in Jacksonville! Details and some sightseeing ideas can be found on the back page or by visiting [www.visitjacksonville.com](http://www.visitjacksonville.com)
- SHVL Board Meeting

## SUNDAY, APRIL 24, 2016

7:30 am—4:15 pm

Optional Intensive Session:  
See details on previous page.

8:00 am—5:00 pm

**Registration open**

4:30 pm—5:00 pm

**Facilitator Training**

**First Time Attendee**

(ALL) Barb Wright

6:00 pm—9:00 pm

**Dinner, Opening Ceremony, and Keynote**

Speaker:  
Alan Levine

## MONDAY, APRIL 25, 2016

6:45 am—8:15 am

**Continental Breakfast**

8:00 am—5:00 pm

**Registration**

8:00 am—10:00 am

**Volgistics Part 1— Basic**

(HVL) Jamine Hamner

8:30 am—9:45 am

**Thinking Inside the Box**

(GS) Pat Antion

**MASH Program**

(HVL) Cindy Short/Cindy Fox

**Creating a Culture of Caring**

(ALL) Carol Bridges

**Ongoing Readiness for Joint Commission**

(HVL) Mary McCormack

**Cultural Diversity & Awareness in Healthcare**

(ALL) Alissa Swota, PhD

10:00 am—11:30am

**Buyers Only Vendor Show**

*Must be pre-registered as a buyer—entrance requires ticket.*

10:00am—11:15 am

**Enhancing the Patient Experience Through Volunteer Services**

(HVL) Jennifer Thayer

**Interns Rock!**

(HVL) Kathryn Berry-Carter

**Fantastic “FUNdraising” - Five Foundations for Project Management**

(ALL) Mary McCormack

**Cultural Diversity & Awareness in Healthcare (REPEAT)**

(ALL) Alissa Swota, PhD

**Top 10 Retail Best Practices for Retail Success**

(GS) Georganne Bender

11:30am—3:00pm

**VENDOR SHOW**

**SHVL Vendors Show**

**70+ Vendor Booths**

- Lunch is provided
- Bring money and plan to shop
- Bring your calendar to book sales
- Write orders for your shop
- Door Prizes!! (Awarded at 3:00 pm—must be present to win)

12:00 pm—1:30 pm

**HVL Networking**

(HVL) Lynnies Hornsby  
(Certification Overview by Susan Grier)

1:00 pm—2:15 pm

**Moving your Gift Shop from Good to Great**

(GS) Barb Hoey

**Creating a Culture of Caring (REPEAT)**

(ALL) Carol Bridges

# Conference Agenda

1:45 pm—3:45 pm

**FLIP FLOP DECORATING**- Decorate your flip flops for the CLOSING EVENT (Flip Flops Provided while supplies last)

2:00pm—4:00 pm

**Volgistics Part 2 - Advanced**

(HVL) Jamine Hamner

3:00pm

**Vendor Show Door Prize Drawing**—Must be present to win.

3:30 pm – 4:45 pm

**Preaching to the Choir**

(VOL/AUX) Christine DeLaughter,  
CDVS

**MASH Program (REPEAT)**

(HVL) Cindy Short/Cindy Fox

**Medicare Basics**

(ALL) Jenelen Dulemba

**Ongoing Readiness for Joint Commission (REPEAT)**

(HVL) Mary McCormack

4:00pm – 5:00pm

**Florida State Meeting**—Florida Association of Directors of Volunteer Services (FADVS)

5:00 pm—7:00 pm

**President's Reception for SHVL Members and Annual Meeting**

(HVL) Lynnies Hornsby  
The annual SHVL General Membership meeting will be followed by a reception. Business includes election of officers and proposed bylaw changes. After the meeting, join your SHVL Board for an "adult beverage" of your choice and appetizers – a great way to start your evening.

## DINNER ON YOUR OWN

Jacksonville has many options for you to experience! See your conference bag for information about great places to eat in the area.

**TUESDAY, APRIL 26, 2016**

6:45 am – 8:30am

**Continental Breakfast**

8:00 am – 5:00 pm

**Registration**

8:45am – 10:00am

**Keynote Speaker**

**The Crackle Factor™: How to Take Your Store Off of Auto-Pilot!**

Speaker:  
Georganne Bender

Too many stores these days look and feel the same: Stale, uninspired, and staffed with people who look like they'd much rather be somewhere else, doing something else. Now, you might read this and think, "Not my store!", but what if your perception is wrong? How customers view your store is what really counts, and they prefer stores that Crackle! You know... that wonderful feeling of anticipation you get every time you visit your favorite store. That "you never know what cool thing is around the corner" kind of feeling that builds in the pit of your stomach. Crackle is bigger than the merchandise you sell and it's bigger than the four walls of your store; it's what customers' feel each time they walk inside your door. It's time to turn off the auto-pilot and make your sales floor crackle again! You'll learn while you laugh! And you'll leave armed with great ideas that you'll be able to implement the second you return to your store!

10:15am—11:30am

**Changes Made...Now What?**

(GS) Barb Hoey

**Working Smarter Not Harder**

(HVL) Kaiitee Doll-Bell

**Preventing Identity Theft—Staying Safe on the Internet**

(ALL) Jennifer Thayer

**Difficult Conversations**

(HVL) Carol Bridges

**Rags to Riches—Best Practices for  
Healthcare Thrift Shops**

(All) Mary McCormack  
**Medicare Basics (REPEAT)**  
(All) Jenelen Dulemba

11:45am – 2:15pm

**Luncheon and Keynote Speaker  
Roaring Fire, Flickering Flames, Dying  
Embers or Cold Ashes?**

Speaker:  
Charles Petty

Some people have an enthusiasm for life, work and volunteerism. Others just go through the motions, dislike what they do or constantly look for something new to do. This presentation focuses on the importance of maintaining energy and purpose in one's life, work and volunteerism. A major emphasis is for participants not to be victims of compassion fatigue. Extensive humor is used to help participants laugh, learn and be motivated to keep the fire roaring!

2:30 pm—4:15pm

**Volunteer/Auxiliary Networking**  
(VOL/AUX) Vickie Ford

2:30pm-3:45pm

**Optimizing the Shopper's Journey: How to  
Set Your Sales Floor to Sell!**

(GS) Georganne Bender  
**Best Practices**

(HVL) Kaitee Doll-Bell  
**Enhancing the Patient Experience through  
Volunteer Services (REPEAT)**

(HVL) Jennifer Thayer  
**Power Communications—Professional  
Strategies for Leaders**

(HVL) Mary McCormack  
**Preaching to the Choir (Repeat)**  
(VOL/AUX) Christine DeLaughter

4:00pm—5:15pm

**Welcome to OZ – Beyond the Walls of  
Your Gift Shop**

(GS) Pat Antion

**Junior Volunteer Program**

(HVL) Kaitee Doll-Bell

**Preventing Identity Theft—Staying Safe on  
the Internet (REPEAT)**

(HVL) Jennifer Thayer

**Risking your Reputation: What You Need  
Know About Volunteer Background  
Checks**

(HVL) Mark Rosenberg

**6:00PM-9:00PM**

**Flip Flop Fiesta**

**On the River Deck**

**Enjoy the beautiful vistas from  
the River Deck as we conclude  
the conference by connecting  
with our peers one last time.  
Come casual and don't forget  
to wear the flip flops that you  
created Monday.**



**Target Audience designation, denoted as shown below, is intended to be a tool for you as you select the sessions you wish to attend. All sessions are open to all attendees.**

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

(GS) = Gift Shop/Retail Managers

(VOL/AUX) = Volunteers & Auxiliaries

## **Best Practices**

(HVL)

Kaitee Doll-Bell

Looking for great strategies on how to find volunteers or seeking innovative ways to communicate with volunteers via technology? Not sure how to determine whether or not your organization can engage volunteers in meaningful ways? Want to improve organizational readiness, recognition, and training? Then this is the session for you! We will discuss best practices for Volunteer Management Professionals and what tools I have found to be the best in the management of my office.

## **Changes Made....Now What?**

(GS)

Barb Hoey

Step by step instructions for getting your gift shop into the 21st century. Say goodbye to "the way we've always done it." Bring new life and dollars to your shop.

## **The Crackle Factor™: How to Take Your Store Off of Auto-Pilot!**

(GS)

Georganne Bender

Too many stores these days look and feel the same: Stale, uninspired, and staffed with people who look like they'd much rather be somewhere else, doing something else. Now, you might read this and think, "Not my store!", but what if your perception is wrong? How customers view your store is what really counts, and they prefer stores that Crackle! You know... that wonderful feeling of anticipation you get every time you visit your favorite store. That "you never know what cool thing is around the corner" kind of feeling that builds in the pit of your stomach. Crackle is bigger than the merchandise you sell and it's bigger than the four walls of your store; it's what customers' feel each time they walk inside your door. It's time to turn off the auto-pilot and make your sales floor crackle again! You'll learn while you laugh! And you'll leave armed with great ideas that you'll be able to implement the second you return to your store!

## **Creating a Culture of Caring**

(ALL)

Carol Bridges

Enlisting volunteers in acknowledging each patient - understanding their suffering, both physical and mental - can change the entire care experience. We will discuss the power of building empathy into each volunteer role. Take a fresh look at your entire volunteer program and leave ready to develop more fulfilling relationships, new roles, and make recruitment much easier. The wants and needs of our patients, their families, as well as new expectations from healthcare administration make change a necessity. Learn how to bring your volunteers into the heart of the patient's experience.

## **Cultural Diversity & Awareness in Healthcare**

(ALL)

Alissa Swota

Today, healthcare is provided against a multicultural backdrop. People have different ideas about what constitutes health and illness and what care ought to look like in the clinical setting. Every person in the hospital has a role to play in making sure the experience of patients and families is as positive as possible. In order to achieve this goal, hospital volunteers and staff must be culturally aware. In this workshop we will examine what it is to be culturally aware, how to increase cultural awareness, and



discuss how being culturally aware can enhance the important work done by volunteers in the clinical setting. We will use cases to grapple with some of the most vexing cultural issues and identify characteristics that we can develop to increase our own cultural awareness. As Loustanna and Sobo note, "any care that fails to consider the cultural needs of patients falls short of the human needs that must be met."

### **Difficult Conversations: Finding the Right Words**

(HVL) Carol Bridges

We all dread them, those difficult conversations that we need to have in our personal and professional lives. There IS a way, there ARE words to use. Come away armed with tools and techniques that make it easier on you, as the speaker, but also provide more benefit to the listener. Stop avoiding - identify the conversations you need to have - and build your confidence in handling them. When done right, people will gravitate toward you for your honest, caring, coaching and feedback skills.

### **Enhancing the Patient Experience Through Volunteer Services**

(HVL) Jennifer Thayer

Creating an exceptional patient experience is a top priority for health care systems in the era of healthcare reform. This presentation will discuss how volunteers play a critical role in the patient experience and how to best leverage volunteers as both caregivers and advocates in improvement efforts.

### **Fantastic "FUNdraising" - Five Foundations for Project Management**

(ALL) Mary McCormack, CAVS, CDVS

Isn't it time to put the "fun" back in fundraising? Learn how creative auxiliaries throughout America raise thousands of dollars and have a great time doing it! Join Mary as she shares how to engage Auxilians and communities in team-spirited fundraising. Time proven techniques simplify the business of project management!

### **Healthcare Volunteer Leaders Networking**

(HVL) Lynn Hornsby, CDVS, CAVS

Join your colleagues for a facilitated discussion of current trends, informative topics, common challenges and innovative solutions. Overview of SHVL Certification will also be provided by Susan Grier, CDVS.

### **Interns Rock!**

(HVL) Kathryn Berry-Carter

Do you wear multiple hats and are you pulled in numerous directions? Do you never have enough time to get it all done and have no money to hire a new employee? What's a stressed-out Director of Volunteers to do? An intern program might be just the ticket for your busy office. Participants will learn the steps to create and implement a successful internship program for the volunteer office, expanding the DVS' staff resources and increasing the productivity and quality of your volunteer program. This presentation includes an intern job description, interview questions and processes, training checklists, and suggested job duties. You will generate ideas for creation of your own intern program and come away with the knowledge you need to get started.

### **Junior Volunteer Program**

(HVL) Kaitie Doll-Bell

I will present a step-by-step process on how to add an energetic and amazing summer student program that will wow your colleagues and help your volunteer program grow. The presentation will cover initial planning to implementation.

## **MASH Program**

(HVL)

Cindy Short & Cindy Fox

Are you looking to put the “WOW” factor into a program designed to give high school students insight into health care careers? Then don't miss this session! Learn how to develop a two-week summer program that provides students with interactive “hands on” activities that hospital staff and students will love! Each day of the summer session focuses on a variety of health care professions including nursing, orthopedics, surgical services, and cardiac services. Students even participate in a disaster exercise with emergency medical professionals. Participants will come away with useful tools and ideas on how to implement their own program.

## **Medicare Basics**

(ALL)

Jenelen Dulemba

Is the confusion about Medicare more than you thought it would be? If your answer is yes, then this session is for you. An overview of Original Medicare Part A, Part B, Part D and how they function will be provided. If time allows the difference between Medicare (Medigap) Supplement Policies and Medicare Advantage Plans will be reviewed. Volunteer training through your State Health Insurance Program makes Medicare assistance a unique and extremely helpful community service offering for your Volunteer or Auxiliary program.

## **Moving Gift Shops from Good to Great**

(GS)

Barb Hoey

This session will turn the light bulb on and give you the know-how to compete in the retail world. Yes, we are competitors and not “just a hospital gift shop.” Learn how and where to buy for increased profit margins and see samples of merchandise that will bring you three times markup.

## **Ongoing Readiness for The Joint Commission**

(HVL)

Mary McCormack, CAVS, CDVS

Come review the past, present, and future standards to understand practical options for complying with Joint Commission expectations now. This interactive program includes current information, best practices, and provides great resources to strengthen volunteer services programs. With unannounced surveys, tracer methodology, new numbering systems and reorganized standards, The Joint Commission has streamlined the process to assess and insure quality patient care and safe environments. The Joint Commission recognizes the importance and impact that volunteers can have in direct patient contact areas. The program explains how volunteers are interpreted in the standards, so you can focus on the standards that pertain to your program and people. This session will help teach you specific strategies how to stay in constant readiness for The Joint Commission.

## **Optimizing the Shopper's Journey: How to Set Your Sales Floor to Sell!**

(GS)

Georganne Bender

The face of retail is changing almost faster than we can comprehend. Technologies that look like they belong on a movie screen are already being used to entice shoppers in stores worldwide. Your customers are changing as well: They want what they want, when they want it, the way that they want it. The future of retail is here. The big question is: Are you ready? Join Georganne Bender, consumer anthropologist and professional store planner, and learn how to utilize Enablers to create a strong in-store experience, how to eliminate Inhibitors, the “shopper-stoppers” that hide in plain sight on your sales floor, how to locate your store's Impression Points, those 25+ important first

impression interactions that stick with customers long after their visit to your store, plus “guaranteed to be effective” merchandising tips and techniques you can implement right away to increase your “shelf esteem”!

### **Power Communications—Professional Strategies for Leaders**

(HVL) Mary McCormack, CDVS, CAVS

Effective communication skills are essential components for leadership. Whether you are a proficient public speaker or a nervous public speaker or in the category of “I would eat a bug rather than get up in front of a group!” speaker, this seminar is for YOU. The goal is for each participant to understand the strategies that professional speakers use to enhance their presentations and platform skills. Mary weaves true stories, interactive exercises, and role playing together to help you to sharpen your speaking skills!

### **Preaching to the Choir**

VOL/AUX Christine DeLaughter, CDVS

Calling All Volunteers: Sinners and Saints! Think you're well versed on Confidentiality & HIPAA regulations, Infection Control practices, Fire Safety guidelines, and The No Pass Zone? Sure! You can recite this stuff in your sleep! I KNOW you know it....but do you REALLY know it? Ensure that your knowledge is accurate and top-of-mind when it counts: while assisting patients and visitors, when you help train or mentor new volunteers, and when you are faced with questions or emergencies that require you to think and act quickly. Whether you are seeking redemption, renewal, or just a refresher of these hot topic issues, this is the workshop for you! Come on in volunteer friends, there's plenty of seats up front! Can I get an Amen?!

### **Preventing Identity Theft—Staying Safe on the Internet**

(ALL) Jennifer Thayer

The internet has re-shaped our lives by providing unlimited access to information and the ability to communicate globally. While a fantastic resource, we must be diligent in keeping the information we share safe and available to only those that “need to know”. This presentation will focus on tips and strategies to optimize the online experience through safeguarding the information we share.

### **Rags to Riches—Best Practices for Healthcare Thrift Shops**

(ALL) Mary McCormack, CAVS, CDVS

Thrift Shops are a win-win proposition for everyone! We all have things that we no longer need and we all like shopping for bargains. Marry the two and you have an opportunity to raise significant dollars for your healthcare institution. Come learn how Thrift Shops all over the country have transitioned from small operations to BIG BUSINESS! You will leave this session brimming over with great ideas about how to start up a new thrift shop or take your existing shop to the next level!

### **Risking your Reputation: What You Need Know About Volunteer Background Checks**

(HVL) Mark Rosenberg

We all know background screening is integral to the success of a volunteer program. Things get tricky though when deciding what type of screening is right for your organization. Who should you screen, when should you screen them, and how much should you spend to get the best results?

This webinar reveals key findings from our recent research, Volunteer Screening Trends & Best Practices Report: 2016, to give you a deeper understanding of:

- › What the biggest screening misperceptions are – and the sad truth about “super” searches
- › Who and when you should be screening

- › How to get the highest quality screens without spending a fortune
- › How leveraging your screening tools can make recruiting volunteers easier and less expensive

### **Thinking Inside the Box**

(GS) Pat Antion

New customers are at your fingertips. This presentation focuses on building relationships and new customers within your organization. Be prepared for "hands on" fun.

### **Top 10 Retail Best Practices for Retail Success**

(GS) Georganne Bender

Join consumer anthropologist Georganne Bender and learn what it takes to thrill customers and keep them coming back for more. You'll learn how to manage your customers' Moments of Truth both in-store and online, how to eliminate shopper Pain Points, what today's consumers expect from your team, plus, e how to create mail blasts that get opened, which social medias give you the most bang for your buck, and more!

### **Volgistics Part 1 - Basic**

(HVL) Jamine Hamner, CDVS

Are you thinking about getting Volgistics? You just got it and aren't sure what to do now? Jamine will give you an overview and answer your specific questions.

### **Volgistics Part 2 - Advanced**

(HVL) Jamine Hamner, CDVS

You have purchased Volgistics; you have your volunteers entered and you are tracking their hours; you have entered your list of assignments; and now you are ready to move on to the next step. If this describes your situation, then this is the session for you! Get answers to your specific questions and learn tips and tricks for using Volgistics.

### **Volunteer/Auxiliary Networking**

(VOL/AUX) Vicki Ford

Join your fellow Volunteers and Auxilians for a facilitated discussion of current trends, informative topics, common challenges and innovative approaches.

### **Welcome to OZ – Beyond the Walls of Your Gift Shop**

(GS) Pat Antion

No ruby slippers but plenty of opportunities await you beyond the walls of your gift shop. Building relationships with your board members and local businesses can open new vistas.

### **Working Smarter Not Harder**

(HVL) Kaittee Doll-Bell

More than ever, volunteer professionals are under immense pressure to get the most out of all their resources — time, money, staff, and volunteers. So, the age-old question still stands: how do we work smarter, not harder? In this presentation, you will learn to implement systems that make volunteer coordination a little easier and help you with your day to day duties.



**Patricia Antion** is a 13 year veteran of “Retail Therapy” in the Hospital Gift Shop arena. Pat shares her passion for raising revenue for the mission of the Friends Auxiliary which dedicates funds to various Patient Comfort projects within WVU Medicine. Pat began her career with WVU Hospitals in 2003 after retiring from a successful sign business. Pat’s background in graphic design, marketing and advertising was a perfect match for her new career. She used her creative talents to increase both internal and external or “destination customers” using creative and non-traditional methods to gain and maintain customers. Pat designed exclusive product and worked with major manufacturers (Gund and Homer Laughlin China) to produce the merchandise and turned the intellectual properties to the hospital gift shop as an ongoing project to raise funds. Monti Bear and Hug-A-Bear Monti are well recognized names in the local and regional areas surrounding West Virginia. The under stuffed cuddly bears and the larger than life Mascot Monti Bear dawn many beds and playrooms in nearly 50 states. Short of her children and grandchildren the development of Monti Bear is one of Pat’s proudest accomplishments at Friends Gift Shop. Over the past thirteen years Pat has spoken at various conferences sharing hands on information about, customer service, marketing, buying, fundraising and 501 (c) regulations. Pat’s goal is to raise awareness nationally about the millions of dollars in contributions and services hospital gift shops have donated to their respective communities. Pat has been married to Robert for 38 years; she is the mother of three very creative and giving adult children who have blessed her with seven adorable grandchildren and one rescue turtle – Beaver. Pat’s spare time is shared with family, friends and a camera. When not in Morgantown, WV, Pat spends time walking the beach and kayaking in Pawley’s Island, South Carolina.



**Georganne Bender** is a professional speaker, author and consultant whose client list reads like a "Who's Who" in business. Companies internationally look to her company, KIZER & BENDER *Speaking!* for timely advice on consumers and the changing retail market place.

Georganne and her partner, Rich Kizer, are contributors to MSNBC's television program *Your Business*. They made *Meetings & Conventions Magazine's* list of *Meeting Planners Favorite Keynote Speakers*, have been named two of *Retailing's Most Influential People*, are included in the *Top 40 Omnichannel Retail Influencers*, and were listed among the *Top 50 Retail Influencers* two years in a row (2015 & 2016). Their *Retail Adventures* blog was named the *Top Retail Blog* by *PR Newswire Media*, and one of the *Top 50 Retail Blogs in 2016*. And with good reason: KIZER & BENDER are experts on generational diversity, consumer trends, marketing and promotion, and everything retail. They are widely referred to as consumer anthropologists because they stalk and study that most elusive of mammals: today's consumer.

They are well known for their unique and intensive consumer research. Any speaker can talk about customers, but Georganne and Rich actually become them. In addition to focus groups, one-on-one interviews, and intensive on-site studies, their research includes posing as every kind of customer you can imagine; and maybe even a few that you can't. The result of their research is literally straight from the mouth of the consumer: solid ground level intelligence you can use to better serve your own customers.

KIZER & BENDER's observations are widely featured in the medias, including the *New York Times*, *Chicago Tribune*, *Chicago Sun Times*, *Las Vegas Review Journal*, *NBC*, *CBS*, *ABC*, *WGN*, *MSNBC*, *National Public Radio (NPR)*, *The Voice of America*, *AARP*, *Deseret News*, *The Washington Post*, and the *National Retail Federation*. Their books "*Visual Merchandising & Store Design: How to Set Your Sales Floor to Sell*", "*BRANDING!*", and "*Jingle Bells, Christmas Sells: Events, Promotions & Tips for the Holiday Season!*" have helped thousands of retailers improve their bottom line. Their magazine column, *Georganne & Rich on the Road*, is a two time winner of the *American Society of Business Publication Editors (ASBPE) Award of Excellence*.

You'll learn while you laugh! And you'll come away with inspiration, ideas, strategies, tactics, tips and techniques you can use the second you return to your business!



**Kathryn Berry Carter** is the Director of Volunteer Services for St. Jude Children's Research Hospital. She is responsible for coordinating the resources of more than 600 volunteers, three volunteer support clubs, and the Guest Services Information desks in the common lobbies. Kathryn is a champion of Family Centered Care initiatives, actively participating on the institution's Family Center Care Task force, leading the implementation and management of parent mentor and respite care programs. Under Kathryn's leadership, the volunteer department was named Outstanding Volunteer Program of the Year at the Spirit of Giving Awards, hosted by Volunteer Mid-South in 2010. Kathryn has more than 20 years-experience in Volunteer Management and holds two certifications, her CAVS and CVA. She is the President of the statewide organization, THVP, previously served as President of her local DOVIA chapter, and as an Executive Board Member of local nonprofit, Hands On Memphis.



**Carol Bridges**, Director of Service Excellence and Volunteer Services, is a strong and inspirational leader with a talent for motivating employees and volunteers. She is passionate about the patient experience and has over 26 years of health care experience with Henry Ford Health System. In her current role, she chairs a Patient Family Advisory Council and works directly with hospital and volunteer leaders to bring the voice of the patient to all improvement initiatives. She has an extensive background in Service Excellence training as well as utilization of Press Ganey/HCAHPS patient satisfaction data. Her years spent in health care leadership include a strong focus on coaching, mentoring, facilitative training, and project management. She is a Certified Senn-Delaney and Crucial Conversations presenter. Carol is a past-President of the Michigan Council of Directors of Volunteer Services.

# Speaker Bios



**Christine Delaughter** is a Certified Director of Volunteer Services with 20 years of hospital volunteer management experience. She has been director of volunteer services at Bon Secours St. Mary's Hospital in Richmond, Virginia since October 2014. Prior to that, she was director of volunteer services at Rockingham Memorial Hospital in Harrisonburg, Virginia. Currently Christine oversees a robust volunteer program with over 600 active volunteers including adults, college, high school, and canine volunteers. While at RMH, she expanded the retail gift shop services to include full-service floral design, adding four professional floral designers to her department staff. She assisted in numerous capacities with the design and opening of the replacement hospital at the RMH health campus in 2010. Christine manages over fifty service areas in and near St. Mary's Hospital, and collaborates closely with the Volunteer Auxiliary Board on their special projects, fundraisers, and scholarships. Christine earned her bachelor's degree in business administration with concentrations in Human Resources, Marketing, and Finance from James Madison University. She has served as president of the Virginia Society for Directors of Healthcare Volunteer Services and looks forward to joining the SHVL as VP, Leadership Development. She and her husband make their home with their two boys in the beautiful Shenandoah Valley of Virginia.



**Kaitee Doll –Bell** is the Director of the Foundation and Volunteer Services, as well as the hospital photographer at Banner Casa Grande Medical Center (BCGMC) in Arizona. She joined BCGMC in 2010 after having worked in a corporate position for eight years. Kaitee is a professional photographer and owns her own business, *Art 2 Soul Photography*. She travels internationally to photograph her clients and does gallery work. Kaitee holds a dual Bachelor's Degree in Humanities and Expressive Arts and attended Brooks Institute of Photography for her Master of Fine Arts in Photography degree. Kaitee presents nationally, striving to enhance the volunteer profession by sharing methods she employs with the BCGMC Volunteer Program to innovatively integrate photography and modern techniques into our programs, reports and materials. Kaitee is married to her college sweetheart and enjoys living in Arizona with their daughter. Kaitee volunteers with her daughter's basketball team and with many local charities.





**Jenelen Dulemba** is the Director of Volunteer Services & PrimeWise at St. Elizabeth Healthcare in Northern Kentucky and the Immediate Past President for SHVL. She initiated PrimeWise, St. Elizabeth's free membership program for adults 50+ in 1988. In 1994, she added the responsibilities of Director of Volunteer Services. Jenelen currently oversees Volunteer Services (1200+ volunteers) and PrimeWise (nearly 40,000 members) across a 6 hospital system and is fond of saying she "has the best job in the system!" Jenelen has her undergraduate degree in Psychology from The University of Michigan, with a concentration in gerontology. Prior to her current position she worked at both the Institute of Gerontology at The University of Michigan and Scripps Gerontology Center at Miami University in Oxford, Ohio. She and her husband Gerard, have a daughter and son and the ultimate definition of a lap dog, Boris the Pug.



**Cindy Fox** is the Director of Volunteer Services at Maury Regional Medical Center. She manages a program of over 400 volunteers which includes oversight of the Auxiliary Gift Shop. Cindy has been with Maury Regional Medical Center for 30 years. She has been the Director of Volunteer Services for the past 6 years, but has also held the positions of Director of Admitting, Director of Marketing & Public Relations, Director of Community Relations and prior to her current position in Volunteer Services, she coordinated the customer service initiatives for Maury Regional Medical Center. She is the Past President of THVP (Tennessee Healthcare Volunteer Professionals) and currently serves on the Board of THVP. Cindy is CAVS certified. She received her Bachelor's Degree in Business from Wright State University in Dayton, Ohio, but considers herself an honorary Southerner since she has been in middle Tennessee since 1976.



**Jamine Hamner** is the Director of Volunteer Operations for KentuckyOne Health, Central/Eastern Market. As part of her role, she had direct responsibility for Volunteer Services at Saint Joseph Hospital, Saint Joseph East and Saint Joseph Jessamine, in Lexington, KY, where she and her Program Assistant provide all aspects of volunteer management for 700 volunteers annually. In the fifteen years Jamine has served at Saint Joseph, she has taken the volunteer office from a manual operation to a mostly automated and paperless volunteer office. Jamine serves as Webmaster for her regional, and state organizations. She is also a Kentucky State Commissioner for the Kentucky Commission for Community and Volunteer Service, and recently was commissioned as a Kentucky Colonel.

# Speaker Bios



**Barb Hoey** (pronounced like boy) has worn many hats over the years in the design and import business, healthcare, fundraising and education. In the early eighties, she was President of Thomas Hardie Sportswear, where she designed and imported Irish and English sweaters and led a team of nineteen national sales reps. Her background in public relations and marketing then led her to Union Memorial Hospital in Baltimore, MD as the Community Outreach Manager where she remained for nine years. Barb went on to be the Director of Alumni Relations for St. Paul's School for Boys where she honed her skills in fundraising, event planning and lots of hand holding. Barb was recruited back to the hospital in 2001 as the Director of Volunteer and Retail Services where she was instructed to "get that gift shop moving." She is involved in MDHDVS and until recently served on the board of SHVL. Her greatest accomplishment however is her marriage of 55 years to husband, Vernon, their eight children and seventeen grandchildren. Barb says "if you can manage that, you can do anything."

**Alissa Hurwitz Swota PhD** is the bioethicist at Baptist Health System in Jacksonville, FL. She is also an associate professor of philosophy and past director of the Florida Blue Center for Ethics at the University of North Florida. Dr. Swota received her PhD in Philosophy (with a specialization in bioethics) from the University of Albany and completed her post-doctoral fellowship at the University of Toronto Joint Centre for Bioethics. Dr. Swota has worked in hospitals in New York, Toronto and Florida with pediatric and adult patients. She has published widely in the field of bioethics and given hundreds of talks on a wide range of bioethical issues.



Alan Levine is the president and chief executive officer of Mountain States Health Alliance, a 13-hospital integrated healthcare system serving 29 counties in Tennessee, Virginia, Kentucky and North Carolina. With 20 years of hospital operations experience, Alan has served as chief executive officer of hospitals and health systems ranging from a small rural hospital to one of the largest public systems in America.

Alan served on Louisiana Governor Bobby Jindal's Cabinet as Secretary of Louisiana's Department of Health and Hospitals and as Governor Jindal's senior health policy advisor. He also served as deputy chief of staff and senior health policy advisor to Florida Governor Jeb Bush prior to his appointment by Governor Bush to serve as secretary of Florida's Agency for Health Care Administration, an agency responsible for administering a \$17 billion budget. In these roles, Alan oversaw the health care response to 10 major hurricanes making landfall in Florida and Louisiana, successfully advocated the passage of major and historic health care reforms in both states, and was recognized for his efforts in combating fraud and abuse in public health care programs.

Alan currently serves on the board of governors of the State University System of Florida, the governing body of Florida's 12 state universities. He serves as chairman of audit and compliance and as a member of the finance and building committees. Prior to his service on the board of governors, Alan served on the board of trustees of the University of Florida, Florida's flagship research university. He also served as member of the board of directors of the University of Florida Athletic Association, the body responsible for overseeing University of Florida's athletic programs. Having served on the board of directors of the Barbara Bush Foundation for Family Literacy, Alan is deeply committed to the issues of child literacy and mentorship.

Alan has been recognized by *Modern Healthcare* magazine as one of the 30 Americans likely to have a powerful impact on health care in the next 30 years, and as an up-and-comer in the health care industry.

Alan received a bachelor's degree in health sciences, a master's degree in business administration and a master's degree in health sciences from the University of Florida, where he is recognized as a member of the University of Florida *Hall of Fame*.

Alan lives in Johnson City, Tenn. with his wife, Laura – a public health nurse. The couple has two adult children, Terry and Katy.

# Speaker Bios



**Mary McCormack, CAVS, CDVS** is an international speaker, who has shown thousands of people and organizations how to successfully apply creative solutions to challenges involving leadership, life balance, and best business practices. She has specialized in business and healthcare management for over 33 years and presented in 38 states. Mary is a Southern lady who entertains audiences with engaging stories and humor to maximize learning, retention, and fun. Mary holds a Bachelor of Arts degree in Psychology from the University of North Carolina at Chapel Hill. She is the recipient of the 2007 AHVRP national Award for Excellence as well as the Florida Association of Directors of Volunteer Services' 2004 Commitment to Excellence awardee.

Mary is President and CEO of Mary McCormack Presentations, a division of Information Enterprises. Mary is married to her soul mate, Patrick, and they share their empty nest with Max, a Lhasa Apso rescue dog.



**Charles Petty** is a work/life balance humorist who has spoken to over 3600 different clients in 50 states and 14 countries. Dr. Petty is married, has two grown children and six grandchildren. He was reared in farming communities in Arkansas and he does indeed know former President Clinton. In fact, when President Clinton was eleven years old, Charles was his rifle instructor at a Boy Scout camp! (This is the man who taught President Clinton to shoot straight!) Formally educated in Arkansas, Mississippi and Texas over 22 years -which means he is either well educated or a little slow - he earned a Ph.D. in the field of ethics. Dr. Petty has been a counselor, visiting professor, on the staffs of large corporations in Texas and North Carolina, and for seven years was on the senior staff of the North Carolina Governor, carrying out the state's emphasis upon volunteerism. He is founder and President of Family Success Unlimited located in Raleigh, and since 1985 just about all he has done is "eat and speak," earning the distinction of being elected to the National Speakers Association's Hall of Fame. The reason for his popularity is simple: audiences laugh and learn.



**Mark Rosenberg-Vice President of Sales, Verified Volunteers –**

Mark joined Verified Volunteers in 2015 as Vice President of Sales, charged with driving results for the rapidly growing volunteer screening organization. Over the past 15 years, Mark has succeeded in helping organizations – particularly those in the healthcare and technology fields – transform their businesses by effectively implementing best practice processes. He has maximized efficiencies for numerous Fortune 100 organizations. Prior to coming onboard with Verified Volunteers, Mark was Sales Director at Oticon, Inc., one of the world's largest hearing aid manufacturers. As a dedicated volunteer, Mark works regularly with "Teenz in the City," supporting teenagers with special needs. He also emcees the Super Bowl's Celebrity Flag Football Game, which benefits the Wounded Warrior Project. Because of his passion for helping others, he is excited to help continue to grow Verified Volunteers and make volunteering safer and easier across the country. Mark holds a B.S. in Management from Indiana University and is based in New York City where he lives with his wife and daughter.



**Cindy Short**, the Assistant Director of Volunteer Services at Maury Regional Medical Center, coordinates the MASH (Maury Academy for Students in Health) program each year for upcoming high school juniors and seniors in the middle Tennessee area. Cindy has been with Maury Regional Medical Center for 3 years and this is her second year as Treasurer of THVP (Tennessee Healthcare Volunteer Professionals). Previous to her career at Maury Regional, Cindy managed a veterinary clinic for 9 years. She received her Bachelor's Degree in Interior Design and Architecture from Middle Tennessee State University in Murfreesboro, TN. A natural born "Southerner", Cindy and her husband enjoy living the country life in Middle Tennessee.



**Jennifer Thayer** is a Talent Partner at Lakeland Regional Health System, Lakeland, FL. Jennifer holds a Bachelor's and a Master's Degree in Psychology from Rhode Island College. She also is a certified Senior Professional in Human Resources from HRCI and Society for Human Resource Management. Jennifer is an innovative senior human resource leader who possesses over 15 years of experience, which includes serving as an Executive Sponsor for Volunteer Services and also as Privacy Officer. Her expertise includes workforce engagement, privacy and regulatory compliance, employee relations, and organizational development. Jennifer's innovation, resourcefulness, leadership, and experience in nonprofit settings has positioned her to be respected professional in the human resource community, with a persistent focus on creating positive work environments to ensure quality outcomes and an exceptional patient experience.



**Barb Wright, CAVS**, has been the Director of Volunteer Service for Tennova Healthcare in East Tennessee for thirteen years. She oversees a program of 350 volunteers in three hospitals, hospice and off site clinic volunteers, an active Auxiliary and switchboards. She has been involved in a major fundraising project in Knoxville, TN and understands the complexity of attracting, motivating and keeping volunteers involved. Barb is married, has 4 children, 4 grandchildren and loves to talk about volunteering!

## Jacksonville Tourist Info

Get those taste buds ready for a new delicious experience in the "River City by the Sea". No other Florida city has more unique flavors than Jacksonville, a melting pot of cultures and tastes! Jacksonville's food scene is an eclectic hybrid of inspired casual elegance and classic southern comfort, infused with the flavors of the coast and a dash of international flair!



### Restaurants and Shopping:

The Hyatt Regency Jacksonville Riverfront is conveniently located within walking distance of Jacksonville Landing, a vibrant dining and shopping complex in the heart of the downtown district. From numerous full-service restaurants to a large indoor food court, the Jacksonville Landing offers many culinary and shopping experiences, all overlooking the spectacular views of the St. John's River! For more information, please visit [www.jacksonvillelanding.com](http://www.jacksonvillelanding.com).

### Getting Around:

There are many ways to get around Downtown, drive and park at one of the more than 43,000 public parking spaces or use public transportation and take the Downtown trolley or the Skyway. The Skyway connects Downtown's Southbank to the Northbank in less than five minutes for free. You can also enjoy incredible views and move between Downtown points of interest on the local water taxi.



### Things to Do:

Jacksonville is known for its beautiful beaches, spectator sports, golfing and arts and culture. Explore all 840 miles! Visit [www.visitjacksonville.com](http://www.visitjacksonville.com) and plan your Jacksonville adventure today!



Register for the conference with this form or register on-line at www.SHVLOnline.org.  
Register on-line 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. Friday, April 1, 2016.  
(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:

_____ SHVL Member	\$375
_____ HVL or _____ Retail Manager	
_____ Non SHVL Member	\$500
_____ HVL or _____ Retail Manager	
Join SHVL and pay the member fee – a savings of \$75; visit www.SHVLOnline.org for info	
_____ Auxilian or Volunteer	\$375
_____ State Auxiliary Leader	\$375
_____ Intensive Principles Workshop	\$130
_____ Registration for April 25 only –	\$130
Includes meals, sessions and Vendor Show	
_____ Guest Registration A (all meals)	\$350
_____ Guest Registration B (Gala only)	\$100
_____ Guest Registration C (Breakfasts only)	\$ 70
_____ Late Registration Fee after April 1	\$ 50

PAYMENT INFORMATION:

Total Registration Fee	\$ _____
Guest Fee	\$ _____
Total Payment Due	\$ _____

Method of payment:

\_\_\_\_\_ Check Enclosed (payable to SHVL)  
\_\_\_\_\_ Check to follow (registration is incomplete until check is 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

All paid registrations will be confirmed. Registration fees, minus a \$50 cancellation fee, are refundable if notice is received by April 1. No refunds will be granted after April 1.

REGISTRAR CONTACT INFORMATION:

Susan Grier, CDVS  
Director, Visitor and Volunteer Services  
Greenville Health System  
701 Grove Road Greenville, SC 29605  
(864) 455-7920 (phone) (864) 455-4182 (fax)  
sgrier@ghs.org (e-mail)

**SPECIAL REQUESTS:**  
Registration includes dinner on April 24; breakfast and lunch on April 25; and breakfast, lunch, and gala on April 26.  
I will not attend the following meal functions:  
\_\_\_\_\_  
Please indicate any special meal requests:  
\_\_\_\_\_  
I am a Retail Shop Buyer and/or involved in planning vendor sales  Yes  No  
Guest Name: \_\_\_\_\_  
Select Guest Meal Package in next column. Please note guests may not attend educational breakout sessions.  
If you require special services identified in the Americans with Disability Act, please notify Susan Grier by April 1, 2016.  
Photography Release: By registering you hereby permit and authorize SHVL or its agents to use photography and video of your attendance. You understand that images may be copied and distributed by various media without compensation. You may revoke your authorization at any time, but must notify a conference planner immediately. Please indicate here if you do not agree to this statement. \_\_\_\_\_