

**University of Virginia Hospital Auxiliary, Inc.**  
**Board of Directors Meeting**  
**September 17, 2009**

Board Members Present (absent members in parentheses): Weiss, (Riechman), Van Winkle, Jonson, DiSandro, Verhagen, Kauder, Berman, (Blight), Blohowiak, Courain (ex officio), Dunn (past president), Herakovich, Johnson, Keith Kindred, Ledford, (Lindsay), McGaugh, McLaughlin, Morris, (Nuckols), Richards, Rollins, Swao, Templeman, Verity, Wagaman, Westley, (White), Zeitler,

Guests: Pat Periolat, Trish Cluff, and Diane Benson

Call to Order: President Martha Weiss called the meeting to order at 10:02.

Election of Second Vice President (Martha Weiss):

Ms. Weiss read aloud the resignation of Mary Mikalson from the position of Second Vice President. Pat Periolat nominated Lynda Dunn to succeed Ms. Mikalson. The Board approved the nomination unanimously.

Approval of Minutes (Ken Jonson):

By motion made, seconded and passed unanimously the Board approved the minutes as submitted for the June 17, 2009 meeting.

Correspondence (Winnie DiSandro):

Ms. DiSandro advised the Board of thank you notes received and condolence letters sent

Executive Liaison Report (Trish Cluff):

1. Five acute care units have been refurbished. Six more will be completed by December. The ICU's and the remaining two acute care units will be completed in 2010.
2. The Outpatient Pharmacy has installed a new robot to decrease dispensing errors and increase the number of prescriptions dispensed per hour.
3. The Breast Care Center has installed a Breast Specific Gamma Imaging device. The device provides diagnostic capability for patients for whom other imaging techniques are not as effective.
4. The UVA Specialty Care Clinic will open in Culpepper Regional Hospital in October.
5. The Remote Area Medical Clinic was held July 24-26 in Wise, VA. Care provided included 135 mammograms, 119 ultrasound treatments, 77 sigmoidoscopies, 1,523 prescriptions, and 400 educational counseling sessions. In all, 240 UVA Health System volunteers treated more than 1,200 patients.

6. The Medical Center has identified approximately 80 positions that will not be filled when vacated through attrition and 25 positions that will be eliminated as incumbents are offered new roles with the University.
7. The Medical Center becomes smoke-free October 1. The Medical Center has increased signage and communications including attention to Student Health grounds within the Clean Air Zone.

Positive Image Boutique (Pat Periolat):

1. Ms. Periolat provided an update on the concept and status of the Positive Image Boutique. The Boutique will provide an oasis to offer products that recognize and respond to the special challenges to self-image presented by cancer treatment. The Hospital will fund the fittings around the floor plan design. The business plan is a work in progress. The consultant hired to help getting the Boutique up and running will be paid from funds already dedicated for the project.
2. Martha Weiss advised the Board of a unique opportunity for the Auxiliary to hold a fund raising event in support of the Positive Image Boutique. The likely venue is the Cancer Center itself. The event will be the first held in the Center, probably a month or so before the opening. An ad hoc committee co-chaired by Lucille Digges and Betty Blackburn is exploring various possible themes for the event, which will be brought to the Board for approval in due course.

Treasurer's Report (Ted Verhagen):

1. Mr. Verhagen distributed the financial summaries as of 8/31/09. We are on budget with trend lines on track.
2. The Auxiliary owns 242 shares of stock in Wellpoint, Inc. The shares are not held in the University's Endowment Fund. They need to be sold so that the funds can be invested more productively and efficiently. In furtherance of that objective, Mr. Verhagen moved for Board approval to sell the shares. The motion was seconded and approved unanimously. Mr. Verhagen next moved to add The Positive Image Boutique as a line item in the 2009 budget. The motion was seconded and approved unanimously. Finally, Mr. Verhagen moved that the Positive Image Boutique be designated as the recipient of the net proceeds from the Lights of Love 2009 event. The motion was seconded and approved unanimously.

Lights of Love (Jane McLaughlin):

Ms. McLaughlin advised the Board that Ann Lang has agreed to serve as co-chair and that last year's managers of the various aspects of the event have agreed to serve again this year. The Tree Lighting and Reception will be Sunday, December 6.

Gift Shop (Lynda Dunn):

1. Ms. Dunn will request donations from Auxiliary members of holiday ornaments for sale at the holiday vendor sale. She will announce the time and place for donations shortly.
2. The Gift Shop is offering helpful kits free to those who are attempting to quit smoking.
3. The bar code project is progressing to implementation. A frequent shopper discount program has started.

Vendor Sales (Marlene Herakovich):

1. The July books and leather goods sales netted \$2,288 for the Malcolm Cole Center.
2. The Holiday Sale will be December 1-4. Ms. Herakovich reiterated Ms. Dunn's request for donations of ornaments and other holiday decorations for the sale. Ms. Herakovich moved that the Auxiliary's Scholarship Fund be designated as the beneficiary of the net proceeds from the Holiday Sale. The motion was seconded and approved unanimously.

Auxiliary Update (Martha Weiss):

1. Ms. Weiss advised the Board that the Volunteer Appreciation Event will be held at Morven on October 28 from 5:00 to 7:00.
2. Representatives of the Culpepper Regional Hospital will visit November 12. The visit will include a visit to the Hospitality House, information on the venture awards program, Positive Image Boutique and lunch.
3. The UVA Cancer Center Board will receive an update on the Positive Image Boutique at its next meeting. The Auxiliary's President is an ex officio member of the Cancer Center Board.
4. Ms. Weiss hosted a meeting at her home of past presidents of the auxiliary, who will serve as general advisory group to the President.

Adjournment (Martha Weiss):

President Weiss adjourned the meeting at 11:30. The next meeting is October 15, 2009, at 10:00 a.m.

Respectfully submitted,

Ken Jonson  
Recording Secretary