

University of Virginia Hospital Auxiliary, Inc.
Board of Directors Meeting
November 19, 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, (Richards), Rollins, (Swao), Templeman, Verity, (Wagaman), Westley, White, Zeitler,

Guests: Trish Cluff, Elisheva and Wade Clegg

Call to Order: President Martha Weiss called the meeting to order at 10:03.

Treasurer's Report (Ted Verhagen):

Mr. Verhagen distributed the current financials. He reported that all bills are paid and we are on track with the budget. We have received \$11,400 for the Wellpoint stock, which brings the Positive Image set aside funds to \$34,000.

Executive Liaison Report (Trish Cluff):

Ms. Cluff advised the Board that Robert Cofield, DrPH, MHA, FACHE, has been named the UVA Medical Center's Associate Vice President for Hospital and Clinics Operations. Mr. Cofield served for ten years in various capacities at the University of Alabama at Birmingham in its health system. He received his B.A. from Hampden-Sidney College, and his MA and doctorate degrees from Tulane University. Lorna Facticeau, DNSc, RN, as been appointed Interim Chief Nursing Officer, effective October 9. Ms. Facticeau has provided leadership for the Medical Center's Adult Inpatient Care and Emergency services for the past year, and is highly qualified for her new role. A national search for the Chief Nursing Officer will be launched following the arrival of Mr. Cofield.

Dr. James Daniel, who conducted the triennial survey of the Cancer Center on September 18, has stated that the Cancer Center is excellent, and should receive Accreditation with Commendations. Thomson Reuters 100 Top Hospitals has identified the UVA Health System as one of the top 100 teaching hospitals with residency programs. The Kluge Children's Rehabilitation Center has been designated a Center of Excellence by the National Pediatric Acquired Brain Injury Plan. The Center will be the lead agency for the Commonwealth of Virginia.

Refurbishment of seven inpatient units is complete. The remaining acute care units will be completed by the end of 2009.

Guest Speakers: Elisheva and Wade Clegg:

Mr. and Mrs. Clegg are ordained ministers who founded and administer the Interfaith Humanitarian Sanctum. The organization funds hotel rooms, and some travel and food expenses, for family members and patients who do not qualify for other aid associated with the health system but lack the funds for these necessities. The long-term goal of the organization is to establish a residential facility for such persons in need.

Approval of Minutes (Ken Jonson):

Mr. Jonson revised the minutes of the October 15, 2009, meeting to (1) identify Meg Riechman correctly as the President-Elect, (2) state correctly that there are 23 Venture Awards for this year, and (3) note that this year's Light of Love mailing included a pre-paid postage envelop. By motion made, seconded and passed unanimously the Board approved the minutes as amended for the October 15, 2009, meeting.

Correspondence (Winnie DiSandro):

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

Liaison Program (Meg Riechman):

Ms. Riechman advised the Board that we need a new liaison representative for the Emergency Department, with the resignation of Ann Nuckols. She also informed the Board that Dorothy Richards is advocating a much-needed bathroom for patients and family members in the Surgical Lounge.

Gift Shop (Lynda Dunn):

The Gift Shop has implemented a series of marketing measures to help clear inventory and encourage sales, including a 10% employee discount, a "Twelve Sales of Christmas" theme, and the Ornaments of Christmas Past sale.

Ms. Dunn advised the Board that Patterson's Florists, a long-term supplier of flowers to the Auxiliary, has been sold. She and the Gift Shop staff will explore pricing going forward with the new ownership as well as other options in the area.

Fund Raisers:

Martha Weiss reported that, after a meeting with senior hospital officials, we have received backing to hold the Positive Image gala fundraiser as the first event in the Emily Couric Clinical Cancer Center in 2011. By a motion made, seconded and unanimously approved, the Board agreed that the Auxiliary should hold a gala in 2011 to benefit the Positive Image Center in the Emily Couric Clinical Cancer Center.

Meg Riechman advised the Board that the Auxiliary has been selected as the non-profit organization to benefit from Whole Foods "5@5" for the month of January 2010. Whole Foods will offer wine tastings on Friday evening from 5:00-7:00 PM. The fee per person is \$5, which covers a wine glass, the wine tastings and snacks. Whole Foods donates everything so that the Auxiliary receives the full \$5 from each participant. Ms. Riechman requested volunteers to fill the 7-9 helper slots needed for each evening.

Maggie Van Winkle advised the Board that, in addition, Whole Foods, for one day each quarter throughout the year, donates 5% of its sales to a charity from the Charlottesville area. The application process is rigorous and the funding requested must be for a specific activity. The Board approved submitting an application and by motion seconded and unanimously approved designated the Hospitality House as the beneficiary.

Ms. Van Winkle advised the Board of another Whole Foods benefit program under which shoppers who bring their own bags may choose to donate the 5-cent credit to a designated charity. By motion made, seconded and unanimously approved, the Board authorized an application to be made at an advantageous time and designated the Hospitality House as the beneficiary.

Lights of Love (Jane McLaughlin):

Volunteers are providing strong support for this year's event. We still need volunteers to contribute homemade cookies. Higher Grounds and Morrison's will donate a portion of their sales. Ms. McLaughlin urged Board members to attend the tree lighting on December 6 at 2:30.

Vendor Sales (Marlene Herakovich):

The Holiday Sale, 12/1-12/4 in the Link, will combine the vendor sale and the ornament sale.

Scholarships (Sara Templeton)

Ms. Templeton advised the Board of thank you notes received from the Nursing School staff.

Clothing Donations (Peyton Ledford):

Mr. Ledford advised the Board that he obtained \$2600 in clothing donations for the Psychiatric Ward from the Salvation Army.

Auxiliary Update (Martha Weiss):

Ms. Weiss advised the Board of the following: The November visit of the Culpepper Auxiliary Board representatives went very well. She continued liaison activities by attending the recent Cancer Center Board meeting. CPR training will be made available to volunteers if there is sufficient interest. She urged interested volunteers to inform Liz Courain. Finally, Ms. Weiss

urged Board members to get the word out into the community regarding the Auxiliary's activities.

Director of Volunteer Services (Liz Courain):

The Health System has furloughed all volunteers under the age of 24 who have not had both seasonal and H1N1 flu vaccinations.

Ms. Courain advised the Board that all volunteer positions in the NICU Cuddlers program have been filled. The other new program, InPatient Ambassadors, has received good feedback from both volunteers and patients/family members. The Volunteer Office receives a list of new patients by 1:00 p.m. each day. The volunteer Ambassadors use the list to welcome new patients, provide information about room amenities and practical insights.

Adjournment (President Weiss):

The meeting was adjourned at 12:00. The next meeting will be on January 21, 2010, at 10:00 a.m.

Respectfully submitted,

Ken Jonson
Recording Secretary