

University of Virginia Hospital Auxiliary, Inc.  
Board of Directors Meeting  
Thursday, February 18, 2010

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

**Guest:** Trish Cluff, Associate Vice-President, Marketing and Strategic Relations

**Call to Order:** President Martha Weiss called the meeting to order at 10:00 am.

**Executive Liaison Report** (Trish Cluff):

- UVA Employee Connection was launched in January 2010 to provide faculty, staff, and their families with faster access to UVA Health System services by providing a direct connection to the Health System through a phone line established just for them. This number can also be used by Auxiliary Board members since they are a part of the hospital family. This is being rolled out University wide February 1<sup>st</sup>.
- The Digestive Health Center Bariatric Surgery Program received verbal notification of a two-year recertification as an approved Center of Excellence for Bariatric Surgery.
- Continuum Home Health has been ranked for the third year as a top 500 agency and in the top 25% of highest performing agencies.
- The renovation of the Radiology areas on the 1<sup>st</sup> floor of University Hospital East is well underway. It involves construction of a new ultrasound area in addition to a redo of current areas. It is expected to continue until late spring 2010.
- The design phase of the Emergency Department Renovation and Expansion Project began in December 2009 with interviews with different architectural firms.
- Notice the new LED signs in Lee Street Garage to direct patient and visitors to available parking on upper levels.
- Trish read a letter written by a hospital visitor to the Volunteer Services, praising Judith Fox, a volunteer who supports the ER, for having saved her life. Judith had completed her duties and was on her way out of the hospital when she happened upon this woman not looking well. She asked if she was all right. Notwithstanding the woman's protestations that she was going to be all right, Judy, sensing that something was wrong, stayed with her, secured medical help and accompanied her to the ER. Indeed it was a heart attack. Judy contacted family members and waited close by until the emergency had passed. Marlene Herakovich made a motion that was seconded by Shirley Lindsey to recognize Judith Fox with the Gay Kuhlthau Award for Exemplary Volunteer Service. After considerable discussion the motion was tabled.

**Treasurer's Report** (Ted Verhagen):

- Ted distributed the current financials. He reported that the Finance Committee had met on January 27<sup>th</sup> to review this year's budget and determined that no adjustments needed to be made to the budget. They also discussed the Endowment Fund. The question arose as to whether the Auxiliary should keep a certain amount in the fund (e.g. \$200,000) and withdraw the rest according to the UVA recommended formula to use for contingencies that come up during the year. The Executive Committee will be discussing this and will make a recommendation to the Board.
- The Finance Committee will meet next March 23<sup>rd</sup>.

- All budget requests must be in by March 15<sup>th</sup>.

**Finance Committee (Clark Blight):** Clark reiterated what the treasurer had reported that the Finance Committee had determined that the Auxiliary was on target with the budget. The committee is hoping that next year the Auxiliary will be able to restore some of the funds for scholarships in the budget.

**Approval of Minutes (Maggie Van Winkle for Ken Jonson):** The minutes of the January 21, 2010 Board meeting were revised on page 3, line 3 in Positive Image Center Update (Susan Morris) to read “. . . presentation to the UVA Women’s Club Board” not “the UVA Women’s Club.” The minutes were then approved by motion made by Meg Riechman and seconded by Lynda Dunn as amended.

**Correspondence (Lynda Dunn for Winnie DiSandro):** Lynda shared thank you notes from relatives of deceased former auxiliary members, Pat Christianson and Ned Portoghese who the Auxiliary will recognize with an ornament on the 2010 Lights of Love tree. She read a thank you from Sally Kauder whose husband Louis passed away and the Auxiliary will remember on the 2010 Lights of Love tree as well. In addition, she read thank you notes from Liz, Maureen, and Jody for Gift Shop Gift Certificates received at Xmas time.

**Special Guests: Auxiliary Board members describe their jobs to rest of the Board.**

- **Ted Verhagen (treasurer):** In addition to being on the Board and serving on the Finance and Executive Committees, he is on the Positive Image Boutique Steering Committee.
- **Lynda Dunn (Gift Shop VP):** She praised Elaine and Leise for their hard work during the snow and Valentine season. The Valentine Day’s sales were very good. Elaine anticipated sales accurately so there was little stock leftover. Mark your calendars! The Gift Shop will have its 2<sup>nd</sup> Atrium sale March 18<sup>th</sup> & 19<sup>th</sup>. It will include special jewelry priced at \$5-\$10. Lynda serves on the Gift Shop, Executive, Gala and Nominating committees.
- **Nominating Committee (Lynda Dunn, Chair):** Lynda thanked Julia Kindred, and Sara Templeman for their work on the Nominating Committee. She presented the slate of nominations for the Executive Committee:
  - Sara Tesoriere for Corresponding Secretary
  - Ken Jonson for Recording Secretary for a second term
  - Jane Mc Laughlin for 1<sup>st</sup> Vice President
  - Ted Verhagen for Treasurer
- **Barbara Rollins (Historian):** She maintains a scrapbook in the Volunteer office of Auxiliary activities and events. Barbara takes photographs and collects memorabilia including newspaper clippings, programs, etc. The hardest part of her job is identifying the individuals. This scrapbook is particularly useful to show new volunteers the scope of Auxiliary activities.
- **Sara Templeman (Scholarship Committee Chair):** She oversees the committee that is giving out \$30,100 in scholarships this year. The committee reviews the applications and selects the recipients for the Regina Gottlieb Nutrition (\$3,000) and the Dawson Junior Volunteer scholarships (\$3000). Scholarships are also awarded to the Nursing School (\$15,000), Radiation Department (\$1500), Radiology Special Procedures Department (\$1,000), General Radiology Department (\$5,000) and the Nicole Kieler Paramedical Scholarship (\$3,100). These recipients are decided by their respective departments. Sara also volunteers in the Cancer Infusion Center and on One Day events.

- **Jane McLaughlin (Special Events):** This year special events include Lights of Love, Daffodil Day, and hopefully Massage Day for Nurses if it can be arranged. It was not done last year. In the past there has been Valentine Day which involved notifying staff about flower deliveries, but since Valentines was on Sunday, there seemed that there would not be enough flower deliveries to warrant it. Daffodil Day will be handled differently because the Cancer Society who sold the flowers as a fundraiser in the past is no longer doing it. However, since it was an activity very much appreciated by patients it was decided to purchase the daffodils from another source and to provide an arrangement for each patient as has been done in the past. Jane also volunteers in the Cancer Infusion Center.

- **Marlene Herakovich (Vendor Sales):** She is in charge of organizing Vendor Sales. The next two are April 22<sup>nd</sup> and April 23<sup>rd</sup>. The proceeds from these sales have not yet been allocated for a specific purpose. Marlene also volunteers as a “cuddler” in the NICU as well as a substitute in the Cancer Center.

- **Nancy Berman (Liaison to Hospitality House and Ambulatory Care):** She updates her 10 volunteers through a monthly email. In the 1980’s when the Auxiliary realized a tremendous need for overnight accommodations for outpatients and the family members of patients in the hospital, it opened the first Hospitality House which could accommodate 14 guests. In its first years, it was fully staffed by volunteers and paid for with Auxiliary funds. It evolved over the years to what it is today – a joint project of the UVA Health System and the Auxiliary managed by Hospital employees with the volunteer and financial assistance of the Auxiliary. With a grant from the Auxiliary, Hospitality House opened a new facility which now can accommodate 64 guests. It receives financial support from both the Medical Center and the Auxiliary. In addition to guests who stay overnight, the Hospitality House welcomes day guests who need to take a shower, to take care of laundry, or even catch a much needed nap.

- **Sandra Wagaman (Children’s Hospital Rep):** She serves as a representative on the Children’s Hospital Board and Emergency Medicine Board. In addition she is on the Children’s Hospital Gala Committee, Auxiliary Gala Committee, and volunteers in NICU as a “cuddler”. An additional \$14,000, 000 needs to be raised for the Barry and Bill Battle Children’s Hospital project.

- **Dorothy Richards (Surgical Services Liaison):** She has served as both the liaison for the Waiting Room and the Outpatient Surgical Center. Over the years she served in many capacities both volunteer and staff.

- **Cindy Westley (Staff Liaison):** She has served on the Venture Awards committee being very helpful in getting staff to submit projects, and evaluating projects. She also serves on the Public Relations Committee.

- **Shirley Lindsey (Cancer Center Liaison):** She reported that the biggest loss to the Cancer Center from the budget cuts has been the greeter position that had been filled by Barbara Rollins and Susan Murphy. Maureen Oswald and Kelly Diaz have been helping volunteers adjust to this change. In addition there have been cutbacks in supplies and food to deal with the budgetary problems. Panera Bread and Hotcakes continue to donate baked goods for the patients that get delivered to the Center by Cancer Center volunteers. In addition some of the volunteers have been bringing in cookies and hot chocolate to supplement the food for patients. The Cancer Center liaison does have a budget of \$1500 which is primarily spent on headwear to be given to patients who need it.

- **Marla McGaugh (KCRC Liaison):** She communicates with the group with messages clipped to the sign in sheets. The KCRC group prefers not to receive telephone or email communication. The KCRC staff is concerned about losing colleagues when they move to the new location because of parking concerns. Marla also volunteers with the One Day Events and is currently working on the Luncheon Committee.

- **Susan Morris (Positive Image Boutique):** She primarily has been researching and planning for the Positive Image Center (PIC). In addition she is trying to be a “cuddler” in the NICU.

- **Positive Image Boutique (PIB) Update (Susan Morris)**

1. They made a presentation to the UVA Women’s Club Board to update them on the PIB and the change that will occur with the move to the new center regarding Ramona’s Room. Unofficially one of the dressing rooms will be called “Ramona’s Room.” A fund is going to be started to provide to the uninsured and underinsured the products and services that those with adequate insurance would receive.
2. The PIB Steering Committee has prepared a budget and planning document for Dee Eadie which includes such information as when the PIB is expected to make a profit (not until after two years), and what the Auxiliary expects the Cancer Center to provide the PIB (space & utilities).
3. Ted is working on the cash flow analysis and budget for the PIB. .
4. Clark Blight was added to PIB Steering Committee to work with Pat with insurance contracts. Others will be added to the Steering Committee as needed to bring particular skills.
5. To develop the sales plan, another item to be accomplished is outreach to other departments other than breast cancer that serve cancer patients to get their input as to the products their patients would need from the PIB.
6. Working within the time frame of the consultant, they would like to hire someone already trained for the PIB. There are 41 certified fitters within a 35 mile radius of Charlottesville.
7. Pat and Susan will be attending the Louisville Trade Show to take classes to learn about managing a PIB and to check out the different vendors and products available.
8. The PIB Board is now meeting weekly.

- **Sandy Johnson (Liaison to Credentialed Volunteers):** Many within the Hospital do not know what the musicians do. Consequently, she will be publicizing to the different parts of the hospital how to use their services for patients. They perform at the bedside for patients identified by staff as needing their services. They will be having a Day of Healing Music in the lobby the last week of March.

- **Judy Zeitler (Venture Awards/Outreach):** The committee works June through October evaluating Venture Award Applications requesting funding from departments in the Medical Center for projects that do not fit into the department budgets. There have been some problems with the program that they are trying to address. Some departments that have received grants have not made the expenditures they requested during the grant year. Others have not turned in the reports they agreed to prepare indicating the benefits the department received from the grant.

- **Julia Kindred (Newsletter/Annual Report/Webpage):** She spends most of her time working on the webpage and newsletter. Check out the Website. She would like Board members to submit items to her. She updates the Webpage once a week with the news of the week. She also serves on the Public Relations Committee.

- **Clark Blight (Bedside Services Liaison):** He volunteers in the ICU and Outpatient Surgical Center on a weekly basis. He chairs the Finance Committee and serves on the Scholarship Committee and PIC Board.
- **Meg Riechman (President-elect):** She heads up the Volunteer Liaison Program. Liaisons provide a communication link to the different groups of volunteers to keep them updated on the Auxiliary news and provide an outlet for their concerns doing their volunteer work. This year some of the liaisons will be leaving as they have completed their second terms and new people will be in the positions. In addition Meg serves on various committees (Executive, Finance, Gift Shop, Public Relations, and Gala). She subs in the Cancer Infusion Center.
- **Maggie Van Winkle (Vice President):** She is responsible for getting the annual giving letter prepared. In addition Maggie serves on various committees (Executive, Finance, Gift Shop, Public Relations, and Gala). She volunteers in the Cancer Infusion Center.
- **Legislative Day (Meg Riechman):** She reported that she, Clark, and Maggie had attended the 2010 Legislative Issues Conference in Richmond. They started at a meeting where the VHHA (Virginia Hospital and Healthcare Association) lobbyists conducted a session to prepare the hospital representatives to visit their state representatives to communicate their concerns regarding the budget. The concern was that the Virginia state Medicaid budget item be kept in tact as much as possible because it would influence the patient care that the medical institutions would be able to give now and in the future. After a lunch talk from the Governor, Meg, Clark, and Maggie called on the state senators and delegates representing the Charlottesville area to give this message. They were receptive but not very hopeful because of the current economic situation.
- **“5 at 5” Whole Foods Fundraiser (Meg Riechman):** She reported in the four Fridays in January that we were at Whole Foods we raised \$1520. Whole Foods was impressed with the enthusiasm of our volunteers. This activity involved a total of 7-8 volunteers each week that either helped Whole Foods employees serve the wine and accompanying food, collect the money or greet the store visitors for two hours.
- **Director of Volunteer Services (Liz Courain):** No. report
- **Auxiliary Update (Martha Weiss):**
  1. Annual Luncheon will be Thursday, May 27<sup>th</sup>
  2. Some of the Board members will be visiting the Culpeper Auxiliary April 28<sup>th</sup>
  3. She reminded the Board of the dates for the free CPR classes
  4. Gala meeting was rescheduled to Thursday, March 11<sup>th</sup> because of the snow.
  5. The Public Relations Committee met again for the second time and are working
- **Adjournment (Martha Weiss):** The meeting was adjourned at 12:00 noon. The next meeting will be March 18, 2010 at 10:00 am.

Respectfully submitted, Maggie Van Winkle for Ken Jonson, Recording Secretary