

**University of Virginia Auxiliary, Inc.**

**Board of Directors Meeting**

**September 16, 2010**

**Board Members Present** (absent members in parentheses): Riechman, VanWinkle, McLaughlin, Dunn, Tesoriere, Verhagen, Kauder, Zinser, (Berman), Blight, Campbell, (Courain), Di Sandro, Herakovich, Inge, Johnson, (Keith), Kindred, Ledford, (Lindsay), Mc Gaugh, Morris, Periolat, (Richards), Rollins, Templeman, Vaughn, (Verity), Wagaman, Weiss, Westley, (White).

**Guests:** Judy Zeitler, Bo Colfield, Trish Cluff and Mary Ann Himes.

**Call to Order:** President Meg Riechman called the meeting to order at 10:00 AM.

**Nomination for Recording Secretary:** Meg made the announcement of Ken Jonson's resignation as Recording Secretary. Lynda Dunn placed Susan Zinser's name in nomination as his replacement. Maggie Van Winkle seconded the motion. A vote was called and the motion passed. Bob Campbell questioned if this interim election was within the by-laws and the President stated that it was.

**Guest speaker,** Bo Colfield, Associate Vice-President of Hospital and Clinic Operations, discussed the launching of the EPIC Program (electronic patient medical records). On September 28, 2010, the system will be introduced for ambulatory patients in 144 clinics at 70 locations. Both classroom and on-line training have been provided to 400 individuals who will work with clinic staff to ensure program success. The "My Chart" Program will also be launched. This aspect of the system allows individual patients to access their personal medical record history.

In

December the "Beacon" will be launched for all patients of the Cancer Center. Finally, inpatient records are scheduled for EPIC inclusion in March 2011.

Mr. Colfield stated that emphasis will be placed upon improving the quality of overall services by focusing on the following:

- Patient safety and quality care
- Human and physical assets
- Patient progression (getting patients in and out of hospital and clinics more efficiently so we can accommodate more patients.)
- Operational and financial discipline

It is hoped that every staff member will be thoroughly knowledgeable and maintain open communication within their environment.

A complaint was voiced regarding confusion on the UVA Hospital web site in locating appropriate physicians. Trish Cluff, Associate VP, Marketing and Strategic Relations,

explained that there is a problem because two web sites are simultaneously active while a new one supplants the older site. She expects that some issues will persist until the new site is complete. In the interim, she suggested that individuals contact the UVA Employee Connection (434 243-3675) to access appointments with both primary care physicians and specialists.

**Presentation:** Norma Dobbins, Infant Educator and Lead Teacher of the Hospital Education Program at UVA Children's Hospital, gave a presentation on the operation of her department. The program is nothing short of a mini-school which services inpatients from infancy through age 21. A full curriculum tailored to each child that includes art, music and physical education is provided. The program is state funded and operated, employing individuals with Master's through Doctoral degrees. The program:

- Normalizes the hospital environment
- Provides an opportunity to learn and play
- Services everyone from birth to age 21
- Provides services at bedside, PICU, isolation as well as classroom
- Provides a group setting

The program operates a full summer camp providing socializing and educational opportunities. Teachers communicate with educators in the community to facilitate transition from home to hospital and hospital to home. Ms. Dobbins thanked the Auxiliary for both financial assistance (previous Venture Award recipient) and the countless volunteers who participate in the program.

**Approval of Minutes:** The minutes of the June 17, 2010 were accepted as presented.

**Treasurer's Report:** Ted Verhagen presented two reports: a combined June and July and one for August. The gift shop generated \$43,000 during the summer which is usually the lowest earnings period. The profits exceeded all expectations. All bank accounts have been moved to the University of Virginia Credit Union. The Endowment Fund has increased. Our payment for the Nursing School Scholarship (\$17,000) has been made. We are two years into our commitment to the Hospitality House (a payout of an additional \$2000 per month) and can handle the obligation without difficulty.

**Correspondence:** Sarah Tesoriere, Corresponding Secretary, presented thank you notes received from the recipient of the Nursing Scholarship, the Art Program and the Malcolm Cole Center.

**PIB Benefit Update:** Lucille Digges gave an update on the planned Benefit to be held on March 19, 2011 for the Emily Couric Clinical Cancer Center. Multiple sponsors of the event were mentioned. Several Benefit committee members were identified as contributors to the silent auction. Sponsors are being sought in the community. Sponsor status requires a minimum \$500 contribution which entitles the contributor to two tickets to the Benefit. Board members and volunteers should contact Lucille Digges (Benefit Chair), or Susan Howell (Benefit Sponsor Chair) before approaching any potential business or corporation to sponsor. As regards the silent auction, they should contact Lucille or Melba Campbell before approaching businesses to avoid duplication.

Sandra Wagaman has lined up much of the entertainment including two bands.

A separate bank account is being established to handle all Benefit transactions. Ted will be

working with Sue Picket, Benefit Treasurer to do this. Sandra stated that we should have 100% participation from the Board members to show support. Volunteers will be needed for a variety of tasks at the Benefit. Board members who can identify a local sponsor can obtain informational/promotional packets.

**Gift Shop Report:** Lynda Dunn reported that the Gift Shop sales are strong and we have received many new items for autumn and, Halloween, Thanksgiving and Christmas. We are now using the old security office for storage. Storage space is critical. There will no longer be credit card charges allowed on purchases less than \$5 as the federal law has changed. Telephone orders will require additional information to be taken from customers as this reduces transaction fees. Courier Services, Inc. picks up deposits twice a week and transports them to the bank. This service is cost effective as the charge is only \$10/week.

Lynda also made a request for contributions for used Christmas items for the “Ornaments of Christmas Past” sale Nov.30<sup>th</sup> through Dec. 3<sup>rd</sup>.

**Vendor Sales:** Winnie DiSandro reports that volunteer coverage of the vendor sale September 30<sup>th</sup> and October 1<sup>st</sup> is complete. The vendor, It’s In-the-Bag, will be represented. Martha Weiss will also be selling Flower Power bulbs, Attraction Books and tickets to the November Pancake Breakfast Fundraiser.

**Pancake Breakfast Fundraiser:** Barbara Rollins reports that the Pancake Breakfast Fundraiser will be held at Applebee’s on November 13, 2010 from 7:30 to 9:30 AM. All funds raised will go to the support of the Hospitality House. Barbara indicated that tickets (packets of ten) will be available to anyone willing to sell tickets within the community. The charge is \$5.00 per ticket.

**Liaisons:** Maggie VanWinkle conducted a meeting of the Liaisons in August to discuss liaison duties and assignments. Maggie stated that participants were both knowledgeable and enthusiastic. The liaison job description has been revised and replaces the original description in each Board member’s Red Book.

**Positive Image Boutique Update:** Susan Morris reports that the Positive Image Boutique Committee’s efforts have been extensive and ongoing. At the end of July, the Committee applied for a grant from The Dave Matthews Band Bama Works Fund, through the Charlottesville Albermarle Foundation in the amount of \$9,830. A subsequent meeting was held with a representative of the foundation, Olivia Branch, who says she will recommend the funding of the proposal. Used fixtures were purchased at bargain prices when Judy B closed the business. Five volunteers will take fitting classes in Durham, N.C. to enhance our ability to hire appropriate staff. Some fitters have been interviewed and a retiree has volunteered, if necessary, to assist us when we open until our staff is fully trained. Additional site visits are planned to research product performance and learn more about the day to day of operation. Auxiliary members were asked in the newsletter for suggestions for names for the boutique. A committee will use these to come up with a boutique name. Name submissions must be received by

September 30<sup>th</sup>.

**Newsletter:** Julia Kindred explained that the Newsletter requires approximately two weeks to publish and distribute. The next Newsletter will be published in early November to publicize all our autumn and holiday activities. Any article should be submitted by mid October to be included.

**Public Relations Committee:** Peyton Ledford reported that the committee hopes to focus on the Benefit. In addition, a new brochure has been developed and should be distributed soon. Peyton is meeting with the Marketing Department and hopes to coordinate our efforts with theirs. He asked that committees having publicity requests bring their needs to his committee's attention.

**Venture Awards:** The Venture Awards will be distributed at the next Board Meeting on October 21<sup>st</sup>. Marlene Herakovich reports that the Committee received 49 funding requests requiring \$229,536. The committee reviewed and evaluated each request diligently. The committee has awarded \$20,524 to fund 17 proposals. The remaining \$4476 has been awarded to the Social Work Department to fund a variety of needs such as vouchers for gas, food and lodging. Members questioned if the amount of the \$25,000 might not be increased now that our finances have stabilized and the need is so great. The amount of \$25,000 was a \$5,000 increase from last year. Marlene made a motion to increase the award to the Social Work Department from \$4476 to \$5,000. The motion received a second from Sandra Wagaman. The vote was called and the motion passed.

**Lights of Love:** Marla McGaugh reports that the Lights of Love will take place on December 5<sup>th</sup> at 2:00 PM (note new time) in the hospital lobby. Doug Schneider will return as Master of Ceremonies the Brownsville Elementary School Choir will perform and Dr. Mixon Darracott will play the piano. Four hundred ornaments were completed over the summer. The LOL Committee will be getting assistance for publicity from the new Public Relations Committee.

Mary Ann Himes, Administrator for Patient and Guest Services, made a request for volunteers to drive the golf cart to assist in patient transportation from the Northgate drop-off area to the West Complex.

The meeting was adjourned at noon by President Riechman.

Respectfully submitted,  
Susan Zinser  
Recording Secretary