

**University of Virginia Auxiliary, Inc.**

**Board of Directors Meeting**

**April 21, 2011**

**Board Members Present** (absent members in parenthesis): Riechman, Van Winkle, Dunn, Mc Laughlin, Tesorieri, Verhagen, (Kauder), Zinser, (Berman), (Blight), Campbell, Courain, Di Sandro, Herakovich, Inge, Johnson, Kindred, (Ledford), (Lindsay), Mc Gaugh, Morris, Periolat, (Richards), (Rollins), Templeman, (Vaughn), Verity, (Wagaman), Weiss, Westley, (White), Williams.

**Guests:** Lucille Digges, Polly Parkhurst.

**Call to Order:** President Riechman called the meeting to order at 10:05 A.M.

**Update on Hospital Issues:** Trish Cluff, Associate Vice-President, Marketing and Strategic Relations, gave an update on hospital issues.

Construction

The Emily Couric Clinical Cancer Center's move was a success.

Hospital Bed Expansion- Demolition of lounges on 3 West and 6 East has been completed. Grinding to level the area for new flooring will be complete by April 25<sup>th</sup>. Work is beginning for the lounge on 5 West and will continue through the week of April 25<sup>th</sup>, affecting floors 4 and 5.

Fence Construction for Barry and Bill Battle Building- The courtyard between the 11<sup>th</sup> St. garage and 1224 Jefferson Park Ave., the Blake Center, is now closed to traffic on weekends.

Elevator Work for Hospital Bed Expansion- Phase 3 is beginning, restricting access to the dining conference room 1. The room remains in use.

Community Service

The Habitat for Humanity of Greater Charlottesville completed its first mixed-income community. The UVA Health System, in a joint venture with Habitat, established the neighborhood's Health House which brings high tech monitoring to help control residents' chronic health conditions. The two revolutionary Health House residences, the first of their kind, feature easy to use technology allowing occupants to measure their vital signs and send information directly to their caregivers 24 hours per day. This approach may ultimately save the nation billions of dollars in healthcare costs.

## Clinical Excellence

An increasing number of soldiers are suffering traumatic brain injuries (TBI) caused by bomb blasts. Researchers at the UVA Health System are developing potential improvements in diagnosing TBI, including a hand-held ultrasound device that could assess injuries on the battlefield. Better diagnostic equipment may advance our ability to develop equipment to protect our soldiers from incurring TBI.

An alternative to open heart surgery is being tested at the UVA Health System. The Partner Trial, a clinical trial at UVA's Advanced Cardiac Valve Center in conjunction with other major academic medical centers in the U.S., Canada and Germany, offers a less invasive alternative to open heart surgery. The treatment for aortic stenosis would eliminate opening the chest and temporarily stopping the heart to repair/replace the aortic valve.

Trish Cluff closed her presentation by thanking the auxiliary for all the good works they have accomplished and specifically lauding the work done to secure and fund Flourish.

**Accentuate the Positive Benefit:** Lucille Digges presented a wrap up of the benefit. She emphasized how successful the benefit was. We still do not have final figures on how much money was raised but Lucille believes it is in excess of \$150,000. Lucille thanked everyone who helped with the benefit and the Board, in turn, thanked Lucille for her unlimited efforts and splendid leadership which made the benefit a huge success. Lucille turned all the records over to the auxiliary to be kept in the archives. She stated that as the Committee Chair she considered her roll first as an honor, then as a challenge and eventually as a complete joy. Julia Kindred passed out extra photo discs to members available from the photographer covering the event.

**Treasurer's Report:** Ted Verhagen stated that no financials would be presented at this meeting. A complete financial report including balance sheets will be presented at the Annual Luncheon

Meeting in May. There is money in a number of different accounts which will be reconciled by May.

**Approval of Minutes:** The minutes were approved as submitted.

**Correspondence:** Sarah Tesorieri reported that we received a Thank You note from Laura Cunningham, recipient of the Regina Gottlieb Dietetic Internship.

**Gift Shop:** Lynda Dunn reported that inventory will be conducted on April 25<sup>th</sup>. Chocolate prices are going up on May 23<sup>rd</sup> and candy prices will have to increase. A mid-May sale will be conducted to reduce inventory. A “Christmas in July” sale is planned.

**Flourish:** Susan Morris stated that they are in their third week of operation. Sales have been good in all categories and stock has been reordered. Most importantly, Flourish is definitely fulfilling its mission. Needs for prosthetic bras and wigs by patients, who have never utilized these products, are being met. All responses have been extremely positive. Lillian Inge wanted to know if word has gone out to indigent patients regarding Flourish. She stated that patients come to the center focused on their procedure and do not necessarily notice other available services. She requested a brochure be developed and made available at infusion locations. Bob Campbell and Liz Courain stated that a brochure has been developed but has not as yet been distributed.

## **Fundraisers**

**Nickels for Non-Profits:** Maggie Van Winkle stated that UVA Hospital Auxiliary Hospitality House will be one of two charities which will be a beneficiary of the Whole Foods Nickels for Non Profits program for the entire month of June. To support this fundraiser one need only bring their bag(s) for the groceries they purchase at Whole Foods. In exchange they will be given a wooden nickel that they can then place in the box at the front of the store designated for the UVA Hospital Auxiliary Hospitality House. Julia Kindred suggested that we network to friends and family via e-mail lists to publicize the event.

Whole Foods plans to move to its new location around June 14<sup>th</sup>. The Auxiliary will also be the beneficiary for their Grill Lunch in June. It will be at the new location, but the date for it has not yet been selected.

**Prince Michel Vineyards:** Martha Weiss reports that the fundraiser has been set for the evening of June 17<sup>th</sup>. Attendees from the membership are being asked to provide appetizers. Since the beneficiaries of this event will be scholarships, departments benefiting from scholarship awards will be contacted to participate. Eve Watters put us in contact with a jazz ensemble which will

perform without charge and welcome the exposure. Bob Campbell stated that the event will be publicized by the Public Relations Committee.

**Pancake Breakfast:** Sarah Templeman stated that more volunteers are needed for the Pancake Breakfast to be held on May 7<sup>th</sup> between the hours of 7:15 and 9:45 A.M.

**Vendor Sales:** Winnie Di Sandro reports that the sale April 28<sup>th</sup> and 29<sup>th</sup> still requires some volunteers. The vendor is Masquerade Jewelry. There was a discussion regarding establishing a list of one day event volunteers to call upon for specific tasks. We want to avoid volunteers receiving multiple calls to cover different events when there could be coordination established to request a volunteer to work any number of events via one phone call. Liaisons were asked to contact the volunteers each represents to ask for assistance on upcoming fundraisers.

Martha Weiss suggested that we make a calendar of upcoming fundraisers available at the Annual Luncheon Meeting.

## **Committee Reports**

**Scholarships:** Sarah Templeman reported that for the second year the nursing scholarship will be awarded to Darcy Alimenti. Sarah stated that her application was exceptional in comparison to her competitors and that her performance this academic year has been outstanding.

**Publicity Committee:** Bob Campbell stated that a new media vehicle is being utilized. The electronic display board in the cafeteria will now list auxiliary events in its calendar. Meg stated that she had seen a special TV spot on the “Cuddlers Program” featuring volunteer, Marion Ewald, which aired on Channel 19.

**Nominating Committee:** Martha Weiss, Clark Blight and Judy White have developed the following slate of candidates:

President: Maggie Van Winkle  
President Elect: Jane Mc Laughlin  
First Vice-President: Julia Kindred  
Second Vice-President (Gift Shop): Lynda Dunn  
Third Vice-President (Flourish): Pat Periolat  
Corresponding Secretary: Sarah Tesorieri  
Recording Secretary: Susan Zinser  
Treasurer: Ted Verhagen  
Member-at-Large: Sara Templeman

Member-at-Large: Winnie Di Sandro  
Member –at- Large: Robin Cloth

**Daffodil Day:** Marla Mc Gaugh reported that she had arranged for 15 volunteers to assemble 1500 daffodils into 150 bunches for patients. Instead, the florist delivered 15,000 daffodils for 1500 bunches. The excess bunches were sold in the cafeteria for two days. Marla handled the unexpected crisis with aplomb. She suggested that next year the sale of extra daffodils could be conducted the day after Daffodil Day and the monies collected could be used to defray the cost of Daffodil Day. The subject was tabled for further discussion next year.

**Annual Luncheon:** Marlene Herakovich reports that the invitations will be mailed next week.

**Volunteer Services:** Liz Courain stated that the Junior Volunteer Program was gearing up. We have a large number of returnees, approximately 55%. Since EPIC, many slots have been eliminated. Liz requested that we help to identify areas of need suitable for juniors. The Baseball Event was wonderful and extremely well organized. Those who attended thoroughly enjoyed the evening. Approximately 50% of the volunteers at the Cancer Center are new to volunteering and have been assigned a variety of tasks. Liz also pointed out that Sarah Tesorieri and her spouse are hosting a Madison House Benefit to be conducted on May4th at Alumni Hall. The cost is \$50 per ticket.

## **New Business**

President Riechman announced that there would be a District Meeting on May 18<sup>th</sup> in Harrisonburg. There will be a tour of Rockingham Memorial Hospital. If you wish to attend, please let Meg know. There will be a carpool and we will be leaving around 8:00 A.M.

President Riechman opened the floor to discussion regarding the direction of the auxiliary in the future.

Sandra Wagaman sent an e-mail stating that she felt the auxiliary really had to keep pace with the growth of the Medical Center. The benefit for Flourish showed what we can do and should be doing.

Maggie Van Winkle stated that it is important to share what the auxiliary does throughout the community. Most people are still uninformed regarding the role we play.

Martha Weiss stated that the benefit showed that we are a force to be reckoned with. She believes that we are able to continue to do comparable work.

Marlene Herakovich stated that she is uncomfortable with so much effort being put into

fundraising at this time. She does not want that to become the sole function of the auxiliary.

Pat Periolat stated that although we would like to be altruistic, we have to face hard realities and fundraising is necessary.

A discussion ensued during which it was agreed that some members excelled and enjoyed fundraising while others may not. It is important that we utilize all the talents the members possess.

Lynda Dunn stated that since the gift shop is the greatest revenue producer, we must have more volunteers in that area. The new gift shop is expected to be open for business in the spring or summer of 2012.

President Riechman thanked the Board for all their efforts throughout the year. The Annual Luncheon Meeting will include the election of the new officers and the next Board Meeting will be held on June 16, 2011.

**Adjournment:** President Riechman adjourned the meeting at 11:45 A.M.

Respectfully submitted,

Susan Zinser

Recording Secretary