

COUNCIL COMMENTS

A quarterly update from the NJHA Council on Auxiliaries
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COUNCIL ON AUXILIARIES 1999 - 2000

Shelley Schultz, Council Chair
Monmouth Medical Center Auxiliary

Kathy Schultes, Council Vice Chair
Underwood Memorial Hospital Auxiliary

Annette Calabrese
Chair Region I
Saint Barnabas Medical Center Auxiliary

Gloria Piserchia
Chair Region II
Elizabeth General Medical Center Auxiliary

Mary Beth Brennan
Chair Region III
Saint Clare's Hospital, Denville and Boonton
Township Auxiliary

J. Delores Baker
Chair Region IV
St. Francis Medical Center Auxiliary

Nancy Schade
Chair Region V
Meridian Hospitals Corp.,
Point Pleasant Hospital Auxiliary

Gloria Senno
Chair Region VI
Virtua Memorial Hospital of Burlington
County Auxiliary

Agnes McErlean
Chair Region VII
Shore Memorial Hospital Auxiliary

Catherine Bevers
The Memorial Hospital of Salem County,
Inc. Auxiliary

Fran Yorey
JFK Medical Center Auxiliary

Liz Schlowsky
The Valley Hospital Auxiliary

Gail McCabe
N.J. Association of Directors of Volunteer
Services

Judy Guy
N.J. Healthcare Public Relations and
Marketing Society

Janet Swinton
N.J. Society of Healthcare Fundraising
Executives

Where were you in 1974? That was Fall Focus' inaugural year. We'll celebrate the leadership-education program's silver anniversary and the new millennium Nov. 4 at NJHA's headquarters in Princeton. Start looking now for photos and other memorabilia from the last 25 years — from Fall Focus or other NJHA events. In a separate mailing we'll let you know what to do with them so your auxiliary can be represented in the Silver Anniversary Wall of Memories.

A regional meeting is coming to a site near you! This fall the Council on Auxiliaries will travel to six sites throughout the state to meet with auxiliary leaders. You choose the meeting most convenient for you! Call Linda Tondow (609-275-4112) if you haven't received meeting information.

Just when you thought you knew Generation X! Volunteer Today's home page, www.volunteertoday.com, has advice about the NEXT generation. Also known as the Echo Boom or Baby Boomlet, members of the NEXT generation range in age from five to twenty-one and make up 26 percent of the population. (Generation X makes up only 16 percent.) Consider this: "NEXTERS" have never known a world without touch-tone phones, VCRs, microwave ovens, compact discs and personal computers. They could represent a bright spot for volunteerism. In a survey by Drexel University they ranked "helping others who need it" higher than "achieving financial success" when asked to rank their ambitions.

More good news about our country's youth. The May/June 1999 issue of *Grapevine* (a newsletter about volunteerism) reports that a study commissioned by the National Association of Secretaries of State found today's youth more likely to be involved in their community than youth a decade ago.

MARK YOUR CALENDAR NOW

- ⇒ September and October, Regional Meetings
- ⇒ Nov. 4, *Fall Focus '99*
- ⇒ April 3, 2000, *Money Mart*
- ⇒ April 9-15, *National Volunteer Week*
- ⇒ May 7-13, *National Hospital Week*

The Council on Auxiliaries has three committees: Consumer Health Advocacy and Education, Fund-Raising and Public Relations. What are they working on? Plans include completion of H.E.L.P., a helmet emergency labeling program; creation of a fund-raising and shop management information bank; and development of strategies to help auxiliaries enhance their grassroots advocacy efforts. Interested in serving on a committee? Call Linda Tondow, 609-275-4112, for information.

Does your auxiliary have some news it would like to share? New successful fund-raiser, community outreach project or way to approach recruitment? Or, interested in receiving a copy of the articles cited here? Call Linda Tondow at 609-275-4112.

A message from Shelley Schultz, Council Chair

Dear Friends,

I hope you are having a wonderful summer! As we begin to think of cooler days, warmer clothes and shorter sun-lit hours we realize that as auxiliaries, we have much more work to do. Almost daily our newspapers scream to us about the declining health of New Jersey's hospitals. As the fall season of activities begins, it is imperative that we turn out in even larger numbers to hear and learn what we can do to become the best possible advocates for our hospitals. Plan now to attend our Nov. 4 educational program, Fall Focus. Learning strategies to enhance your grassroots advocacy efforts will be an important part of the day.

You should have received an invitation to attend one of six regional meetings the Council on Auxiliaries is holding throughout the state. I hope you and a member of your board will be attending! Our best discussions and ideas come from well-attended meetings, where feelings of camaraderie and frankness prevail.

Fall Focus celebrates a really big anniversary – 25 years! Join us as we reflect on the past and prepare for the future. NJHA's leaders will be celebrating with us, including President and CEO Gary S. Carter, FACHE; Executive Vice President Lynn Nicholas, FACHE; and NJHA Chairman of the Board Daniel Kane, Dr. P.H. It is going to be a day you won't want to hear about from someone else.

The Council on Auxiliaries, representing NJHA-member hospital auxiliaries throughout the state, has been included in a recently funded grant awarded NJHA's Health Research and Educational Trust of New Jersey (HRET) that supports the state's commitment to enroll every eligible child in New Jersey in a health insurance program. Stay tuned for local initiatives that your auxiliary can participate in.

Soon, a new community outreach program will be available for your implementation. The Helmet Emergency Labeling Program, or **H.E.L.P.**, encourages auxiliaries to work within their community to distribute identification labels for placement in youth helmets worn while bicycling, in-line skating or skate boarding. This might be just the right project to involve younger men and women, or even families.

Two short surveys will be coming your way this fall. One will give the Consumer Health Advocacy and Education Committee information about auxiliaries' current advocacy activity. This will help the committee develop tools to help you enhance your advocacy programs. The other will give you the opportunity to be part of the Fund-Raising Committee's fund-raising and shop management information bank. I hope I can count on your timely response to both surveys.

The Council resumes its meetings on Wednesday, Sept. 22. As always, auxiliary leaders are welcome to attend any of our meetings. They are held at NJHA, begin at 10:00 a.m., conclude at noon and are followed by lunch. Please call Linda Tondow (609-275-4112) if you would like to attend one of the meetings.

COUNCIL ON AUXILIARIES MEETING SCHEDULE

Wednesday, Sept. 22	Thursday, Feb. 17
Wednesday, Oct. 27	Thursday, April 13
Thursday, Dec. 16	

Enjoy the rest of the summer and I hope to see you at the regional meetings, Fall Focus — and maybe even a Council meeting!

Best wishes,

Shelley