

**COUNCIL ON AUXILIARIES
2001 – 2002**

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NJ Association of DVS

MONEY MART APRIL 18, 2002

Fund-Raising Conference & Vendor Show

Show me how to raise the money! This year's fund-raising conference will be filled with outstanding educational sessions partnered with a gift shop and fund-raising vendor arcade. Choose from various programs led by professionals that will enhance your fund-raising and gift and thrift shop management skills while networking with colleagues from around the state. Come prepared to book new fund-raising events and place merchandise orders at the vendor arcade to participate in a special prize drawing.

Sessions include:

- **WHAT'S NEW IN THE REGULATION GAME?**
Hear from the New Jersey Gaming Commission and learn if your fund-raising activities come under the jurisdiction of state regulations.
- **THE POWER OF DISPLAYS THAT MAKE A STATEMENT**
Learn shop display techniques that will entice your customers to buy. CAROLYN DAY, Consultant, Denver, CO.
- **THE POWER OF KNOWING YOUR CUSTOMER**
While 80 percent of gift shop customers are hospital employees, only 35 percent of the hospital staff is making purchases in your shop. This session will show you basic and creative ways to increase your customer base. CAROLYN DAY, Consultant, Denver, CO.
- **HOW TO GAIN WITHOUT LOSING**
Whether negotiating or interacting with a vendor, your hospital's administration or even fellow auxiliaries, you can achieve a win-win situation. This course will strengthen communication and negotiating skills. VIC WALTON, Consultant, Ansonia, CT.
- **MEDIA PROMOTION and MARKETING: A KEY TO SUCCESS**
This session will provide proven strategies and samples to plan and implement a promotional campaign for your auxiliary's fund-raising and service activities.

For registration information, please call 609-275-4018.

And the Survey Said . . .

Surveys can be agony, but your response is very important! Without your information, NJHA is limited in its efforts to assist you in finding new vendors, enhancing your fund-raising events or expanding your service projects. If you haven't returned your survey, please do so at your earliest convenience.

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Dear Colleagues,

Happy New Year! It's a time of new opportunities and renewed commitments. It's also time to reflect on past events and direct our energies where it counts. I believe that 2002 will see continued advancements for our auxiliaries as much is being planned to enhance your success. Before we move forward, let's look at where we've been.

We're not just about fund raising anymore, and last year we made great strides in our community outreach programs. Labels for Life has been a huge success with the availability of three programs: WHALE (*We Have A Little Emergency*), the child seat emergency labeling program; HELP (*Helmet Emergency Labeling Program*); and Labels for Life, which utilizes handy tags that clip on to chains, zippers and belt loops and even tie into sneakers. These programs benefit everyone in the community, especially those that leave home without identification.

The WHALE program is now trademarked and distributed in 34 states. Now is a great time to initiate the program with all of the attention on the state's new booster seat law. For the latest on the child safety seat law, visit the NJ Division of Highway Traffic Safety Web site at www.njsaferoads.com.

In 2001 more auxiliaries than before attended regional meetings where we discussed many positive ideas. Thanks to Clara Maass Medical Center, St. Peter's University Medical Center, Virtua Memorial Hospital Burlington County and the regional chairs for hosting these meetings. I also hope everyone who attended Fall Focus will use the strategic planning tools that were presented to plan your auxiliary's future, which will aid in leadership succession.

I am excited about the programs planned for 2002. Members of your Council on Auxiliaries and its committees are working diligently to develop Money Mart and Fall Focus so that they can address your needs. If you have never attended an NJHA program, then 2002 is your year to come. Don't miss these wonderful opportunities to strengthen your auxiliaries' endeavors. A special thanks to the members of the Council on Auxiliaries as well as Fund Raising/Public Relations and Community Health Advocacy & Education committees for their time and commitment.

Best wishes for a healthy and prosperous New Year for you and members of your auxiliary.

Kathy

UPCOMING DATES:

Jan. 17	Consumer Health Advocacy and Education Cmte Council on Auxiliaries
Mar. 13	Fund Raising/PR Cmte Council on Auxiliaries
Apr. 18	MONEY MART
May 2	Consumer Health Advocacy and Education Cmte Council on Auxiliaries
Jun. 19	Fund Raising/PR Cmte Council on Auxiliaries
Oct. 30	FALL FOCUS

Labels For Life Posters and Brochures are Here!

Hot off the press are new **Labels for Life** posters and brochures. Now you can enhance your outreach promotion with these professionally produced materials.

The poster highlights all three programs: **HELP** (Helmet Emergency Labeling Program) for safety helmets, **WHALE** labels (We Have A Little Emergency) for infant car seats, and **Labels for Life**, which are handy tags that clip on to chains, zippers and belt loops, and tie in to sneakers. At the bottom of the poster, you can add contact and sponsor information.

The Labels for Life brochure describes the specific Labels for Life handy tag program. The brochure is useful when distributing the tags as it explains the program and allows you to add auxiliary and sponsor information to the brochure.

Both the posters and brochures are free. For ordering information, please contact Jacqui Kozsuch at NJHA.

NJHA Fall Focus - A Great Success

“Very informative and I expect to put all ideas to work!”

“This was one of the best programs and presenters that I have ever attended!”

These are just a few of the many comments from the more than 80 auxiliaries and directors of volunteer services who attended the 27th Annual Fall Focus held Nov. 1 at NJHA. The program, geared to enhance personal and volunteer management skills, was a huge success.

National leadership consultant and author Barbara Braham spoke about strategic planning.

Other sessions included NJHA’s Senior Director of Federal Legislative Affairs Bettina Dill on “How Congress Really Works,” NJHA’s Director of Health

Planning Jill Squiers on “HIPPA for Auxiliaries,” and NJHA’s Computer Applications Specialist and Trainer Clifford Young gave an introductory course on computers.

The luncheon portion of the program included recognition of outstanding auxiliaries and community supporters, as well as an inspirational speech by Monsignor Andrew McGowan.



Receiving awards at Fall Focus are (from left) Gloria Senno, Donna Heleotis, Jo Ann Falcone and Catherine Bevers.

Request For Nominations

The NJHA Council on Auxiliaries is seeking suggestions for committee appointments. The Council has two committees to assist in developing the many fine programs and publications for auxiliary leaders:

Consumer Health Advocacy and Education Committee identifies and coordinates statewide health education and advocacy programs designed to improve the health of the general public.

Fund Raising and Public Relations Committee plans an annual workshop on innovative fund-raising activities and techniques; provides assistance to auxiliaries regarding fund-raising activities; and assists hospitals and auxiliaries in effectively positioning and promoting hospital volunteer programs.

Now is the time to identify members of your own auxiliary (or yourself) who have an interest in serving on a Council committee. Committee meetings are held at NJHA headquarters in Princeton and generally meet three times a year for two hours. No previous experience or extensive skills are required other than an interest and willingness to serve. NJHA will review the names for committee appointment.

To submit your recommendations, please contact Jacqui Kozsuch at 609-275-4112.

Save The Date - October 30, 2002 **FALL FOCUS**

One can never plan too early, so we’ve already set the date for next year’s FALL FOCUS – Oct. 30, to be held at NJHA in Princeton.

Thanks to the NJHA Consumer Health Advocacy and Education Committee, we are beginning to plan the programs for the meeting. If you’d like to offer ideas, please contact Jacqui at 609-275-4112 or jkozsuch@njha.com.

Council Comments

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Looking for New Vendors?

Thanks to the responses from the Vendor Survey, NJHA has compiled a list of about 40 recommended vendors. On that list are vendors ranging from hosiery to handbags, books to shoes. If you'd like a copy of the list, just contact Jacqui at NJHA. Let her know if you'd prefer to receive the list via e-mail or regular mail.

We are all like one-winged angels.
It is only when we help each other
that we can fly.

–Luciano de Crescenzo

NJHA's Response to Sept. 11

Since these past few months have whirled by, you might not be aware of NJHA's response to the terrorist attacks. For that reason, we are reprinting an excerpt below from NJHA's 2001 annual report:

On America's darkest day, New Jersey's healthcare community rose to its greatest challenge. More than 5,000 individuals escaping the devastation of the World Trade Center were triaged at waterfront sites in North Jersey. All told, 60 hospitals from across the state treated 1,019 patients – nearly half of them at Hudson County hospitals just a river away from Ground Zero including Jersey City Medical Center, St. Mary's Hospital, St. Francis Hospital, Bayonne Hospital and Christ Hospital.

New Jersey's healthcare professionals answered the call with speed and efficiency, delivering clinical care and compassionate support. And as the rush of patients slowed and the enormity of the toll became clear, they responded with the anguished lament of an entire nation: "We wish we could have done more."

New Jersey hospitals turned to NJHA for critical communications and support in the numbing events surrounding Sept. 11. To the healthcare heroes on the frontlines of hospitals, NJHA offered the following support services:

- Emergency dispatches delivered throughout the disaster, beginning the morning of Sept. 11 and continuing in the days that followed, providing critical information and coordination with state health officials, the State Police, New York hospital associations and social service organizations.

- After-hours telephone access to answer members' continuing needs and concerns.
- A statewide patient information hotline established in cooperation with Jersey City Medical Center.
- A patient-search database, established at www.njha.com, to assist those searching for loved ones treated in New Jersey hospitals.
- Creation of a support fund specifically for New Jersey victims and their families. New Jersey's healthcare community contributed more than \$50,000 to assist their neighbors in need.
- In October, NJHA answered members' needs for bioterrorism readiness information by convening a briefing for more than 200 hospital representatives with key health and emergency management officials.
- NJHA provided guidance to help hospitals apply for federal disaster relief funds.

Throughout the year, NJHA has responded to hospitals' needs in critical issues such as nursing shortages, Medicaid reimbursements, HMO claim denials and much more. You can view the full 2001 annual report on NJHA's Web site, www.njha.com.