

Comments

A quarterly update from the NJHA Council on Auxiliaries

2002 MONEY MART A SUCCESS

“Excellent conference.” “Very resourceful.” “Well worth the trip.” These are just a few of the comments from auxiliaries who attended NJHA’s Money Mart on April 18.

Approximately 110 auxiliaries and 20 vendors convened for the annual fund-raising seminar held at the Conference Center at NJHA in Princeton. The full-day program featured several renowned speakers on topics such as New Jersey gaming and charity registration laws, gift and thrift shop display techniques that will entice your customers to buy, strengthening your communication and negotiating skills and media relations to promote your auxiliary’s activities.

Annette Calabrese of the St. Barnabas Medical Center Auxiliary and chair of the NJHA Council on Auxiliary Fund Raising and Public Relations Committee welcomed everyone to the conference. In addition, the Council on Auxiliaries recognized several auxiliaries with the Achievement Award for Fund-Raising Excellence.

If you didn’t attend Money Mart and want more information about the programs, please contact NJHA at 609-275-4112.

NJHA RECOGNIZES LEADERSHIP

NJHA thanks Kathy Schultes, of the Underwood/Memorial Hospital Auxiliary, for her two years of exemplary leadership of the Council on Auxiliaries. To ease the transition of leadership, Schultes has generously agreed to serve an additional year on the Council as ex-officio.



The Council also enthusiastically welcomes Mary Beth Brennan of St. Barnabas Medical Center Auxiliary as the new chair of the Council. Brennan has already launched into her position by attending the American Hospital Association State Leaders Conference in Chicago in March as well as the NJHA Board of Trustees retreat in Absecon in June. We look forward to another two great years under her leadership.

The NJHA Board of Trustees appointed Karen Laub of the St. Francis Medical Center Auxiliary as vice chair of the Council, as well as Catherine Bevers of Memorial Hospital of Salem County Auxiliary as chair of the Consumer Health Advocacy and Education Committee and Annette Calabrese as chair of the Fund Raising and Public Relations Committee.

The NJHA Board of Trustees appointed Karen Laub of the St. Francis Medical Center Auxiliary as vice chair of the Council, as well as Catherine Bevers of Memorial Hospital of Salem County Auxiliary as chair of the Consumer Health Advocacy and Education Committee and Annette Calabrese as chair of the Fund Raising and Public Relations Committee.

Thank you to everyone on the Council and its committees for your commitment and service to enhancing our auxiliary programs.

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FYI: *Independent Sector, Washington, D.C., reports the hourly value of volunteers’ time increased to \$16.05 in 2001 from \$15.39 in 2000. In 2000, the nationwide total value of volunteer time is estimated at \$239 billion.*

SAVE THE DATES:

October 3, 2002
Region IV & V Meeting
Muhlenberg Regional
Medical Center

October 16, 2002
Region V & VI Meeting
Cooper Health System

October 23, 2002
Region I, II & III Meeting
Chilton Memorial Hospital

October 30, 2002
Fall Re-Focus
NJHA Princeton

COUNCIL ON AUXILIARIES 2002-2003

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Saint Barnabas Medical Center

KAREN LAUB
Vice Chair
St. Francis Medical Center

J. DELORES BAKER
Member at Large
St. Francis Medical Center

CATHERINE BEVERS
Member at Large
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County, Inc.

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Bacharach Institute For Rehabilitation

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KATHLEEN KILLION
Member at Large
St. Peter's University Hospital

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Chair, Region VI
Virtua Memorial Hospital Burlington Co.

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JFK Medical Center

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NANCY SCHLITZER
NJ Assoc. of Directors of Volunteer
Services

KATHLEEN SCHULTES
Underwood-Memorial Hospital

SALLY ROSLOW, Secretary
NJHA, Vice President, Development &
Trustee Relations

JACQUI KOZSUCH, Assistant Secretary
NJHA, Director, Community Leadership

Dear Colleagues,

Happy Summer! I hope you all have plans for some well-deserved rest and relaxation.

Let me first introduce myself. I am Mary Beth Brennan, the new chair of the Council on Auxiliaries. I have been privileged the past two years to serve as vice chair to Kathy Schultes. Her exemplary leadership and boundless enthusiasm leaves big shoes to fill. On behalf of all auxiliaries, I want to thank Kathy for her tireless dedication and commitment to auxiliaries in our state. I am very pleased to tell you that Kathy is still part of our Council, generously agreeing to serve for a year in the position of immediate past chair.

As I assume chair, Karen Laub will be taking over as vice chair. A past president of Saint Francis Medical Center Auxiliary, Karen has a wealth of experience and knowledge that will be valuable to our Council. I know you will enjoy working with her.

Perhaps it is my former life as an elementary school teacher or my current life as mother of three (Kelly-18, Matt-14, and Colleen-5) but I still believe the year begins in September. Thus summer becomes a good time to evaluate where we are, what we have accomplished and where we hope to go in the upcom-

ing year. On August 13th the Council will hold its first strategic planning retreat. Focusing on both the role of Council as well as communication at all levels we are looking for ways to be of even greater service to you. If you have specific ideas you would like us to consider you may contact Jacqui Kozsuch or me prior to the retreat.

I am looking forward to meeting all of you at our regional meetings. These meetings are an invaluable opportunity to network, share successes and new ideas. I encourage all of you to attend and bring at least one member of your board as well.

Fall Focus is in the final planning stages. After numerous years we have taken this opportunity to "Re-Focus" on the nuts and bolts of auxiliary leadership.

The year ahead promises to be an exciting one as auxiliaries continue to redefine their role within their hospital's structure. Please remember the resources available through the Council at NJHA. We are here for your benefit to help your auxiliary grow and thrive.

I wish each of you a wonderful relaxing summer filled with happy memories.

Mary Beth

VOLUNTEER RECRUITMENT TEST

See how you fare in your volunteer recruitment efforts. Do you have the basics?

Do you have a specific and compelling mission? Do you say that you raise money for your hospital, or do you specifically explain how this will help people in your community?

Do you promote your mission and recruit volunteers at all of your outreach and fund-raising events? Display volunteer membership information prominently at your activities. Set up a table just for recruitment at your events. Gather names and addresses and follow up with every-

one who participates in your events. Personally invite potential volunteers at your events to attend the next auxiliary gathering.

Do you update your auxiliary brochure and volunteer application materials annually? Be sure your publications reflect the diverse volunteers you are trying to attract. And don't forget an e-mail address as a means to contact your auxiliary office.

The best volunteer recruiter is a satisfied volunteer. Are your current volunteers enthusiastic about what they do? If not, address their dissatisfaction.

MONEY MART VENDORS

NJHA would like to thank the Money Mart vendors for helping to make this year's Money Mart one of the most successful. We are especially pleased to recognize B & B Deal for its additional sponsorship of the breakfast.

In case you missed the program, here is the list of sponsoring vendors:

B&B DEAL, INC.

Lillie Bain
437 Quachita 154
Camden, AR 71701
870-231-5264

BASKETS BY COLLEEN

Colleen Soben
14 West Sumner Ave.
Roselle Pk., NJ 07204
908-298-0754

BEST UNIFORM

Kathy Disanti
1075 Delsea Drive
Westville, NJ 08093
856-547-2211 or 800-223-2378

COORDINATED STORE INTERIORS

Bruce Levy
426 W. Franklin Street
Baltimore, MD 21201
410-728-7222

CUSTOM COLLECTIBLES, LTD.

Lauren Grant
2291 Waterford Dr., Ste. 203
Winterville, NC 28590
252-439-5291

CUTE AS A BUTTON

Steve Belli
3025 Lincoln Highway
Franklin Park, NJ 08823
732-297-3300

D & D INT'L JEWELRY DESIGNS

David Shapiro
PO Box 413
Franklin Lakes, NJ 07417
973-962-4860

DON-MAR ASSOCIATES

Michele Natalie
18 Glen Road
Bound Brook, NJ 08805
732-356-3960

GOLD COAST PROMOTIONS

Robert Metzler
261 Alternate 19
Palm Harbor, FL 34683
1-800-822-1166

HOME INTERIORS

Christine Campos
138 Bergen Avenue
Waldwick, NJ 07463
201-251-0001

HOSPITAL BABY PORTRAITS

Robert Pastore
One Horton Avenue
Port Chester, NY 10573
1-800-431-2544

IN THE BAG

Murray Scott
127 Gaither Drive, Suite E
Mount Laurel, NJ 08054
856-439-9398

KILBOURNE & KILBOURNE

Michael Rhodes
83 Princeton Ave., Ste. 2A
Hopewell, NJ 08529
609-466-7720

MUSICLOVER

Robert Freedman
PO Box 167
Montclair, NJ 07042
973-744-6524

NINA JEWELRY

Nina Noy
5-22 Estler Court
Fairlawn, NJ 07410
201-794-6110

PJ NUT COMPANY

John Sprovier
PO Box 392
Belle Meade, NJ 08502
908-874-5624

REESE JEWELERS

Lee Reese
17 Cedar Hollow Drive
PO Box 306
Sterling, NJ 07980
908-647-1377

SOPHISTAKIDS

Ilya Khaytin
22 W. Dellwood Drive
Holland PA 18966
215-364-4036

THE LEATHER OUTLET

Eliot & Mary Zaslansky
15 Penn St.
Fishkill, NY 12524
845-897-2471

WHY PEOPLE VOLUNTEER

Everyone volunteers for a different reason. It's crucial to know your volunteers' expectations so you can match the tasks to meet their needs. While recognition is still uppermost to retaining volunteers, it may not be enough. Here are a few other reasons why people volunteer:

- To gain new skills
- To network for business reasons
- To feel needed
- To be challenged
- To get to know a community
- To share skills
- To do your duty to community or God
- Because you were asked
- To keep busy
- Because of pressure from a friend or relative
- For fun
- To feel proud
- To make new friends
- To have an impact

760 Alexander Road
PO Box 1
Princeton, New Jersey 08543-0001

RE-FOCUS ON OCT. 30, 2002

Fall Leadership Conference

This year's Fall Focus leadership conference will be called Fall Re-Focus. Why? Because it will refocus, or fine-tune, your leadership skills. It will provide you with strategies that will ensure the continued viability of your organization. Successful organizations have informed enthusiastic leaders. Come hear experts as they lead exciting and interactive workshops:

- **Running Effective Meetings:** Move beyond Robert's Rules and learn how to make your meetings more productive to achieve results.
- **Power Writing:** Tips on how to write various letters to achieve posi-

tive results - thank you notes, letters of invitation and solicitation letters.

- **Taking Meaningful Minutes:** The dos and don'ts of taking minutes at your meetings.
- **You and the computer:** Choose between hands-on intermediate or beginner computer skills.
- **101 Ways to Get and Keep Your Members:** A step-by-step approach to attracting and retaining members in today's marketplace.

Note special discounted registration fees for first-time attendees.

COUNCIL COMMENTS
is a publication of the
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For questions or comments contact:

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MEET NEIGHBORING AUXILIANS AT 2002 REGIONAL MEETINGS

Come refuel at one of NJHA's regional meetings. Network with neighboring colleagues while trading successes and concerns. You'll also hear about important healthcare updates and upcoming Council on Auxiliary-sponsored programs.

We encourage you to attend with another auxiliary leader such as the president-elect or a board member. If you're unable to come, ask another leader to take your place. The meetings are from 9:30 a.m. to 2 p.m., are free and include lunch.

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