

# Comments

*A quarterly update from the NJHA Council on Auxiliaries*

## FALL AUXILIARY/VOLUNTEER INSTITUTE: LEADERSHIP CONFERENCE 2003

Back by popular demand, Della Menechella will be the keynote speaker of the Fall Leadership Conference at NJHA Nov. 6. Her theme is "Everything's Changing: Make it Work For You." She'll also lead a session on "Chameleon Communication: Altering Your Communication Style" to effectively communicate with people of different personalities. Other sessions include:

- Roles, Responsibilities and Relationships: Define the auxiliary's changing roles and responsibilities to enhance relationships with the hospital staff, volunteers and the community.
- Succession Planning: Strategies for Auxilians: Identify, cultivate and train your successor through leadership planning.
- Excel Basics: Learn how to manage volunteer and donor lists with a simple data table. Sort by activity, name, zip code, hours or dollars donated. Also learn how to merge this data to print labels and personalized letters.
- Advocacy: Auxiliaries are increasing their advocacy role for their hospitals. Learn strategies to improve your grassroots efforts and make your voice heard.
- Sharing Session: Share your experiences with other auxiliary leaders and gain insights on solutions to common challenges.

Mark your calendars now. Program materials will be mailed in September.

## REGIONAL MEETINGS . . . BE THERE!

"Sharing with other auxiliaries is extremely helpful and reassuring." That's a frequently heard comment regarding the idea exchange at regional meetings. These meetings are just for that purpose - to share ideas, to explore solutions and to hear important healthcare issue updates.

To the right you'll see the list of fall regional meetings. They are free, close to home and offer the best chance for networking with your peers. And, there is such a thing as a free lunch!

Plan to bring other auxiliary members. If you are unable to attend, ask another auxiliary leader to come in your place. You can attend any regional meeting convenient for you.

Soon you'll receive invitations with times, directions and more. In the meantime, if you have questions, contact Jacqui Kozsuch at NJHA at [jkozsuch@njha.com](mailto:jkozsuch@njha.com) or 609-275-4112.

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## AUXILIARY RESOURCE CENTER

Have a question?  
Need samples?  
Call the NJHA at  
609-275-4112 or e-mail at  
[jkozsuch@njha.com](mailto:jkozsuch@njha.com)

Need information about  
Bingo, Raffles or Amusement  
Games? Visit  
[www.state.nj.us/lps/ca/lgccc.htm](http://www.state.nj.us/lps/ca/lgccc.htm)

## SAVE THE DATES

Region I, II, III Meeting  
October 9, 2003  
Saint Barnabas Medical Center  
Livingston  
or  
October 15, 2003  
Newton Memorial Hospital  
Newton  
Region IV & V Meeting  
October 7, 2003  
Meridian Health System  
Medical Center of Ocean  
County, Brick  
Region V & VI Meeting  
October 16, 2003  
William B. Kessler Memorial  
Hospital, Hammonton  
Auxiliary/Volunteer Institute  
2003 Fall Leadership Continued  
November 6, 2003  
NJHA, Princeton

## 2003-2004

### COUNCIL ON AUXILIARIES

MARY BETH BRENNAN, Chair  
Saint Barnabas Medical Center

KAREN LAUB, Vice Chair  
St. Francis Medical Center

SHARON MEOLA, Chair, Region I  
Overlook Hospital Auxilliary

LOU NOONAN, Chair, Region II  
Saint Clare's Hospital, Denville Auxillary

KATHLEEN JONES, Chair, Region III  
Warren Hospital Auxillary

JEAN WALTER, Chair, Region IV  
Capital Health System-Mercer  
Campus Auxillary

BRIGITTE BUIE, Chair, Region V  
Bacharach Institute for Rehabilitation

VICKI VAFIADES, Chair, Region VI  
South Jersey Hospital-Newcomb Auxillary

KATHLEEN KILLION  
Saint Peter's University Hospital Auxillary

CONNIE NORDSTROM  
Muhlenberg Regional Medical  
Center Auxillary

BEA RUSH  
Newton Memorial Hospital Auxillary

NANCY SCHADE  
Meridian Hospitals Corp., MCOC Guild

JACQUI KOZSUCH, Secretary  
NJHA, Director, Community Leadership

Ex-Officio:  
NANCY SCHLITZER  
N.J. Assoc. of Directors of Volunteer Services  
SALLY ROSLOW  
NJHA, VP, Development & Trustee Relations

### UPCOMING MEETING DATES:

Sept. 17, 2003  
Consumer Health Advocacy &  
Education Committee

Fund Raising & Public Relations  
Committee

Council on Auxiliaries

Nov. 20, 2003  
Consumer Health Advocacy &  
Education Committee

Council on Auxiliaries

Jan. 22, 2004  
Fund Raising & Public Relations  
Committee Council on Auxiliaries

## GREETINGS EVERYONE!!

Over the past few months we've seen a dramatic change of seasons— from snow, to rain, to finally sunshine. Your Council on Auxiliaries and its committees are also facing seasons of change. While I am both saddened and heartened, I believe the future holds many opportunities for our auxiliaries.

I am saddened because many dear friends will be leaving the Council and I will miss being able to work with them so closely. Winston Churchill once said, "We make a living by what we get, but we make a life by what we give." By all accounts these women have made a grand life. Their time and dedication have been a constant source of inspiration for me, as I know it is for their own auxiliaries and all the auxiliaries they serve around the state. These women have been instrumental in making the Council and its commit-

tees what they are today - a vibrant, energetic organization that works tirelessly to fulfill its mission of helping all New Jersey auxiliaries succeed.

I am heartened because many new auxiliaries have come forward, motivated by these women, ready to bring their skill and expertise to the Council and its committees. Together we will flourish, honoring our past and moving forward into the future.

I cannot thank all our Council and committee members enough, both seasoned and new, for their unselfish devotion to our state's auxiliaries. We are community ambassadors for our hospitals and the healthcare system at large. Together we are making a difference!

Mary Beth Brennan  
*Chair, Council on Auxiliaries*

## COUNCIL CORNER

NJHA extends a sincere thank you to the many outstanding auxiliary leaders who have completed their terms on the Council on Auxiliaries and its committees. We applaud these individuals for their many years of leadership and service to enhance the success of New Jersey's auxiliaries:

### COUNCIL ON AUXILIARIES

J. Delores Baker, St. Francis Medical Center; Catherine Bevers, The Memorial Hospital of Salem County, Inc.; Annette Calabrese, Saint Barnabas Medical Center; Gloria Piserchia, Trinitas Hospital; Kathleen Schultes, Underwood-Memorial Hospital; Gloria Senno, Virtua

Memorial Hospital Burlington Co.; Marjorie Westerman, Capital Health System; Fran Yorey, JFK Medical Center.

### FUND RAISING AND PUBLIC RELATIONS COMMITTEE

Joyce Busch, JFK Medical Center; Trish DeRose, St. Mary Hospital; Liz Weishapl, Trinitas Hospital; Mary Helen Wiley, Capital Health System.

### CONSUMER HEALTH ADVOCACY & EDUCATION COMMITTEE

Mary Ann Roper, CentraState Healthcare System; Kathy Volpi, William B. Kessler Memorial Hospital; Sally Wilson, Shore Memorial Hospital.

## NEW JERSEY'S FIRST LADY JOINS HOSPITAL SUPPORTERS AT NJHA'S MONEY MART

New Jersey First Lady Dina McGreevey was among about 100 hospital auxiliaries, development and foundation management staff who gathered at NJHA for the annual Money Mart conference April 1. McGreevey, wife of New Jersey Gov. Jim McGreevey, attended as senior director of the Columbus Hospital Foundation.

The keynote speaker, Bill Plowman of New Jersey Games of Chance Control



Annette Calabrese (from left) posed with Dina McGreevey and Mary Beth Brennan.

Commission, explained bingo and raffle regulations. Other sessions covered obtaining sponsorships, negotiating with vendors, financial management and record keeping, merchandising and promoting your shop and Excel computer training. A vendor arcade also offered attendees a wealth of new ideas for fund-raising products and services.

If you'd like more information about the programs, please contact NJHA at 609-275-4112.



Leaders accepting the Fund Raising Achievement Award on behalf of their auxiliaries are (from left) Jean Walter, Eleanor Parker, Elaine Graves, Susan Pasternack, Karolyn Sklar, Pearl Hawthorne, Patricia Crowley and Gloria Piserchia.

## KEEP GOOD DOCTORS FROM LEAVING: DIAL 1-877-KEEP-MDs

We need your help! Runaway claims are driving up the cost of malpractice insurance and good doctors are closing their practices or fleeing the state. The malpractice reform "phone your legislator campaign" needs you to call 1-877-KEEP-MDs.

By dialing 1-877-KEEP-MDs an operator will connect you directly to your state Assembly representative. Your message? For the Assembly to pass the Senate version of bill A-50, which would place a

cap on jackpot jury pain-and-suffering awards to help reduce malpractice insurance premiums and keep good doctors from leaving the state.

Remember: legislators count how many calls they receive on an issue. Call as soon as possible. It only takes a few minutes. Please share this message with your friends and colleagues ASAP. For details, visit

[www.njha.com/legaff/pdf/MedMalAd.pdf](http://www.njha.com/legaff/pdf/MedMalAd.pdf)

## VOLUNTEER RECRUITMENT TIPS

HERE ARE TWO HANDY TIPS:

1. When you meet a potential volunteer have recruitment tools handy such as preprinted postcards that say:

"You'll make a great volunteer with the \_\_\_\_\_ hospital/auxiliary," or

"I've had a wonderful day volunteering at the \_\_\_\_\_ hospital/auxiliary. Let me tell you."

You can also mail these postcards to potential volunteers. Be sure your contact information is on the card and write a personal note on it too.

2. Want to recruit more men? Develop projects geared toward their interests such as a wheelchair repair program.

## VOLUNTEER INCENTIVES CAN INCREASE PARTICIPATION

Sometimes tangible incentives can boost volunteer morale and involvement. First develop a list of the places you can ask for free incentives for volunteers who meet minimum hourly requirements, such as discount or free coupons to hair salons, restaurants, retail store, theaters, etc. Then set the required hours and deadline needed to earn the incentive, based upon its perceived value. Last, have fun promoting the incentives.

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## FROM AROUND THE STATE: HIGHLIGHT OF VALLEY HOSPITAL AUXILIARY

### THE KITCHEN TOUR – A RECIPE FOR SUCCESS.

Netting \$115,000, the Valley Hospital Auxiliary's Kitchen Tour 2003 was its most successful ever. That's in spite of rain. The event offered tours of 14 recently remodeled kitchens of homes in northern New Jersey.

The auxiliary collected \$46,000 in sponsorship income including \$20,000 from Pepsi, the major underwriter. It also charged \$250 per decorator. The auxiliary sold 1,350 tickets at \$40 each to people from across the state. About 500 of the tickets were sold at four regional stores. The remaining tickets were sold over the phone accepting only American Express.

The event has two co-chairs who established a strong committee with each member assigned specific instructions, to which the success is credited.

### MEMBERSHIP DEVELOPMENT:

Two years ago, the 50-year-old Mahwah Branch of Valley Hospital Auxiliary had only five active members. Under the leadership of a new branch president, it now has more than 100 members!

Most of the recruits came from new housing developments, consisting mostly of newcomers to town. The auxiliary snagged the potential members before they joined other organizations.

The recruitment efforts included distributing auxiliary flyers at newcomer meetings, school events, libraries and other public places where young moms gathered. Branch members met last summer to develop potential member lists of neighbors and friends. Then they distributed a newsletter to these potential members and called them to attend a "get to know you meeting" in the fall.

The new members were immediately given fun and simple tasks such as vendor sales in homes and at the hospital. They held a Christmas luncheon as well as home recipe testings for an upcoming auxiliary cookbook, providing them with a fun social gathering. Many of the new auxiliaries now help lead large fund-raising events for the auxiliary.

The Mahwah branch is one of 17 branches of the Valley Hospital Auxiliary. The branch leaders have two-year maximum terms.

**COUNCIL COMMENTS**  
is a publication of the  
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