

Comments

A quarterly update from the NJHA Council on Auxiliaries

WANT TO KNOW THE LATEST HOSPITAL GIFT SHOP TRENDS?

How many New Jersey hospitals have gift shops? Does your hospital outsource the gift shop management? How many gift shops have paid managers? We plan to answer questions like these with a 10-minute Web-based online gift shop survey. It will provide valuable information on the following trends: volunteer and paid staffing; financial and operational management; and merchandising and marketing to employees and visitors.

If your hospital does not have a gift shop or if you outsource your gift shop management, it is still important that you complete the survey so we can track this trend.

We are conducting the survey on the Internet because it is much easier to complete using this format, which we hope will increase participation. It will also instantly tally the results. We will send you a letter in the next week with a web site link to complete the survey at that time. We urge you to complete the survey immediately using the Internet version. If you do not have access to the Internet, we will send you a print version upon request only.

Please note — the survey only has value if you respond. To encourage participation, we will only share the results initially with those hospitals that participate.

EXPLORE AND GROW AT REGIONAL MEETINGS

Sharing ideas and exploring solutions will encourage you and could inspire fellow auxiliarians to assume leadership positions. So, bring your potential auxiliary leaders to an upcoming regional meeting near you!

These meetings offer you an excellent opportunity to discuss critical issues such as recruitment and retention, new fund raising ideas, change as an opportunity, promoting your auxiliary and more. You'll also hear important healthcare issue updates while networking with your peers.

To the right is a list of regional meetings. They are free and close to home. If you cannot attend, ask another auxiliary leader to come in your place. You can go to any regional meeting convenient for you. If you have questions, contact NJHA at jkoszsuch@njha.com or 609-275-4112.

IN THIS ISSUE

Council on Auxiliaries
Chair Letter 2

Good Leaders vs.
Good Managers 2

KUDOS to DVS 2

Highlights From
the State 3

Volunteer Tips 3

Keeping Your
Sponsors Happy 3

Auxiliary/Volunteer Institute:
Leadership Conference 4

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 LEADERSHIP CONFERENCE
 November 6, 2003
 NJHA, Princeton

2003-2004

COUNCIL ON AUXILIARIES

MARY BETH BRENNAN, Chair
Saint Barnabas Medical Center Auxiliary

KAREN LAUB, Vice Chair
St. Francis Medical Center Auxiliary

LUCILLE NOONAN, Chair, Region II
Saint Clare's Hospital, Denville Auxiliary

KATHLEEN JONES, Chair, Region III
Warren Hospital Auxiliary

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

BRIGITTE BUIE, Chair, Region V
Bacharach Institute For Rehabilitation
Auxiliary

VICKI VAFIADES, Chair, Region VI
South Jersey Healthcare-Newcomb
Hospital Auxiliary

KATHLEEN KILLION
Saint Peter's University Hospital Auxiliary

CONNIE NORDSTROM
Muhlenberg Regional Medical Center
Auxiliary

BEA RUSH
Newton Memorial Hospital Auxiliary

NANCY SCHADE
The Guild of Ocean Medical Center

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:

Nov. 20, 2003
Consumer Health Advocacy & Education
Committee
Council on Auxiliaries

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

March 18, 2004
Consumer Health Advocacy & Education
Committee
Council on Auxiliaries

GREETINGS EVERYONE!

Autumn is upon us—crisp clear days and cool nights. We are recharged after a summer break. As we enter the glorious season of changing leaves and vibrant colors we should take the time to assess where we are as auxiliaries, what our special colors (AKA our talents) are and what changes we may need to make to ensure our continued growth and viability.

At NJHA we have an autumn filled with helping you do just that. First, there are our much-heralded regional meetings coming soon to a hospital near you! Check the schedule in this newsletter and plan to attend one. Consider it something special you will do for yourself. This year there will be even more time for sharing, allowing us to network and gain insight and

strength from one another as we evaluate our continually evolving roles as auxiliaries.

Our Fall Leadership Conference at NJHA on Nov. 6 will delve into topics like communication styles, succession planning, advocacy and our relationships with the various people within our institutions.

The role of the auxiliary is in constant evolution and it differs greatly with each hospital with whom we are affiliated. You do so much for others in your lives as auxiliaries. Take time for yourself to be revitalized and refreshed. Please come join us at all our autumn activities and bring your new leaders, too. I look forward to seeing all of you soon.

Mary Beth Brennan
Chair, Council on Auxiliaries

KUDOS TO DIRECTORS OF VOLUNTEER SERVICES!

Last spring, the New Jersey Association of Directors of Volunteer Services (NJDVS) hosted its bi-annual regional conference. At the conference directors of volunteer services (DVS) could take the Certified Administrator of Volunteer Services (CAVS) exam, which sets high industry standards in healthcare volunteer services administration.

In the past the exam has been offered only at national DVS conferences. New Jersey is the second state to offer it on a regional level. Nationwide there are now 130 DVS who have passed the CAVS exam and 27 of them (21%) are from the Garden State! Congratulations to those DVS who passed and to NJDVS for setting a high standard of excellence!

GOOD LEADERS VS. GOOD MANAGERS

While good managers are well organized, leaders develop loyalty to the organization, not to themselves.

When a leader leaves the organization, the members are still committed and the new leader doesn't have to reinitiate loyalty.

VOLUNTEER TIPS OF THE TRADE

MAKE MEMBERSHIP FUN:

Offer Survival Kits — At meetings or special events, hand out fun stuff like:

- Mints: "Thanks for your generous commit-mint"
- Tea bag: "You're Tea-riffic"
- Crackers: "We needed someone like you who would 'crack' the whip!"
- Paper Clip: "Your organizational skills make a huge difference."
- Band-aid: "You aided us in countless ways."
- Key Chain: "You are key to our success"
- Lifesavers: "You're appreciated a 'hole' lot"
- Comb: "Your support, combined with others, resulted in a huge success."
- Tootsie Rolls: "You played an important 'roll' in this project."

RECOGNITION OPPORTUNITIES

Looking for a recognition award to honor a special person? NJHA has a variety of awards to assist you. For details, call 609-275-4112.

HANDLING TALKERS

Some people corner the market on being difficult. They create conflict in groups, interrupt others, are distracting, talk too much and are domineering. Here are tips on dealing with them:

- Ask close-ended, yes or no questions.
- Ask those who have not spoken what they think.
- Build on what the "talker" has said and move to a new topic.
- Ask someone else to ask another person in the group a question.
- Respect the differences in people, with some needing to think aloud to make their contribution.

SUCCESS QUOTES

Here are some fun quotes to use in your presentations:

- If you chase two rabbits, both will escape.
- Equate failure with innovation, not defeat.
- Failure is the only way to map out the unknown.
- Make failure your teacher, not your undertaker.
- The way to succeed is to double your failure rate.
- If logic prevailed, men would ride sidesaddle.
- Abraham Lincoln's future looked brighter when he bought the play tickets.

HIGHLIGHTS FROM AROUND THE STATE

JFK MEDICAL CENTER AUXILIARY: Last May, the auxiliary hosted its 40th annual ball at a local hotel with 261 attendees. Themed "Memories of the Way We Were," the gala netted more than \$171,000, which will help fund a patient access center. The funds were raised through ticket sales, a souvenir journal and a silent auction.

The auxiliary also distributes Labels for Life. At the Edison Family Fun Day in May, the JFK Medical Center sponsored a 10K race, at which time auxiliaries distributed hundreds of Labels for Life tags. These tags tie into shoes or attach to clothing and provide emergency personnel with vital information should you be out and about without identification.

In addition, the auxiliary is distributing WHALE™ (We Have A Little Emergency —

the infant car seat labeling program) packets free to new moms. In the past, the auxiliary has dispersed HELP labels (Helmet Emergency Labeling Program — the recreation helmet labeling program).

CONGRATULATIONS TO MARY HELEN WILEY of Capital Health System — Mercer Campus for 50 years as an auxiliary at Capital! The hospital recently recognized Ms. Wiley for her numerous contributions since 1953.

ONLINE HOSPITAL GIFT SHOPS: A few New Jersey hospitals now have online gift shops. Check out Saint Peter's University Hospital's Gift Shop at www.saintpetersuh.com/giftshop/index.asp or The Valley Hospital gift shop at www.valleyhealth.com/gift_shop/gift_welcome.asp.

KEEPING YOUR SPONSORS HAPPY

It's much easier to retain current sponsors than to seek new ones, so here are tips on keeping sponsors happy:

Have **VIP services** for your sponsor: reserved parking, prominent reserved seating, special nametags, first to tee off, etc.

Have opportunities for **sponsor involvement**: handing out awards, making event announcements, etc.

Provide recognition: be sure major sponsors are in all press releases, press photos, on event awards, etc.

Thank sponsors with a personal touch. In addition to your gratitude, ask your CEO to also write or call sponsors. Also consider asking event beneficiaries to help (i.e., if event proceeds benefit an oncology unit, ask a cancer survivor to write the sponsor or to contribute a quote for your letters).

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

IS LEADERSHIP TOO CHALLENGING?

The changing healthcare environment can make auxiliary /volunteer leadership more challenging than ever. Ongoing leadership training is essential for continued success. Make plans to attend the Auxiliary/Volunteer Institute: Leadership Conference 2003 on Nov. 6 at NJHA.

Della Menechella will be the keynote speaker on "Everything's Changing: There's Nowhere to Hide." Other sessions include:

Chameleon Communication: Altering Your Communication Style to effectively communicate with people of different personalities.

Roles, Responsibilities and Relationships: Define the auxiliary's changing roles and responsibilities to enhance relationships with hospital staff, volunteers and community.

Succession Planning: Strategies for Auxiliaries: Identify, cultivate and train your successor through leadership planning.

Excel Basics: Learn to manage volunteer and donor lists with a simple data table that can track and sort information as well as merge to print labels and personalized letters.

Advocacy: Learn strategies to improve your grassroots efforts and make your voice heard.

Sharing Session: Share your experiences and gain insights on solutions to common challenges.

For details contact NJHA at 609-275-4112 or jkozsuch@njha.com.

COUNCIL COMMENTS
is a publication of the
New Jersey Hospital Association.
For questions or comments contact:

**NEW JERSEY
HOSPITAL ASSOCIATION**
760 Alexander Road
Princeton, NJ 08543

609-275-4112

jkozsuch@njha.com
www.njha.com