



Attendees at the "Navigating the Corporate Waters" paid close attention to the important presentation.

Navigating The Corporate Waters

July 14, 2006 General Membership Meeting

Presentation by: Thora Loutfi, Director of Volunteer Development Services, Alta Bates Summit Medical Center Anja Koot, Director of Volunteers, California Pacific Medical Center

Based on a presentation given by a group of Sutter Health Director of Volunteer Services to Pat Fry, President/CEO of Sutter Health, Thora and Anja delivered an intense and informative summary of their meeting.

Highlights included:

- An overview of the diverse Volunteer Departments in the Sutter System
- Sutter Volunteer Director role and responsibility overview
- 2005 revenues under management of Volunteer Directors
- 2006 planned revenue enhancements
- Volunteers per occupied bed
- Requirements that all volunteers must meet before and during service.
- Alignment of the services provided by volunteers with the Sutter Health goals of Quality and Service Excellence
- Development of programs to assist departments in achieving patient satisfaction goals
- Community benefits managed by the Volunteer Department
- The changing volunteer demographics
- The challenges facing the Volunteer Director today

The questions we need to ask ourselves...

- In what way is our position relevant to the daily operations of the Medical Center?
- What is our recognized value within our organizations?
- Does management understand what we do?

CAHHS Dates to Remember

CAHHS Health Care Volunteer Convention

February 19-22, 2007

*Marriott and Portola Plaza Hotels and
Monterey Conference Center*

It's not too early to start budgeting for 2007, and our first program of the year is our annual Health Care Volunteer Convention.

As always, we will search the country for the best trainers and programs available.

Our group rate at both the Marriott and Portola Plaza Hotels is \$139 single/double occupancy in beautiful Monterey, California.

Up-to-date information on all our programs can be found at:
<http://www.calhospital.org/public/vol/calendar.html>

NCADVS Website Administrator Position

The NCADVS board has voted to add a Website Administrator position as an officer to the board. This position will have a 2 year term and would begin in 2007. This constitutes an amendment to the bylaws. According to Bylaws Article XII. Amendment A. "These By-Laws may be amended at any regular or special meeting of the Association by a two-thirds (2/3) vote of the active members present provided the amendment(s) shall have been approved by a majority of the Executive Board and that notice shall have been sent to the membership four (4) weeks prior to the date set for the meeting at which the amendment is to be presented."

Hours per month of online work: 5 hours (includes compiling data and files from board members and uploading to www.ncadvs.org, making calls to service providers, general monitoring, sending out email announcements for events.)

Requirements: Basic knowledge of computers, MS Word, Excel, digital files, online navigation ability, basic knowledge of Memberclicks software, working knowledge of computer and online/interactive terminology. Demonstrate excellent written and verbal skills.

Job Responsibilities: The Webmaster's primary responsibility is to maintain the functional, visual, and editorial integrity of the NCADVS web site. Monthly tasks will require communicating with NCADVS board to update content; newsletters, educational event and calendar information, and directory. As this is a board position, attendance to all board meetings is required.

Specific responsibilities include:

- 1) Being the main IT contact for the NCADVS.org.
 - a) Answering email inquiries from members about website.
 - b) Providing directions and tutorials as needed to enable members to easily utilize site.
 - c) Sending out announcements/email blasts of website updates to membership.
 - d) Solicit photos, event data and news from membership and other organizations on a quarterly basis.
- 2) Updating and publish web content using Memberclicks software. (Monthly basis)
- 3) Maintaining quality control for the NCADVS site at all times.
- 4) Performing site management activities to ensure website performance and availability.
- 5) Communicate directly with service providers (Green Bird Design, Go-Daddy hosting company, Memberclicks, Paypal) to ensure that site is functioning and reflects current NCADVS information.
- 6) Oversee and ensure that service provider billing accounts are in good standing.
- 7) Be proactive about researching innovative ideas to enhance the NCADVS site.
- 8) Trouble-shooting and resolving any database, event calendar or website dysfunctions.
- 9) Copyedit site for any design or content errors or mistakes and make corrections.
- 10) Email monthly newsletter to membership (in pdf. document).

NCADVS Fall Retreat is coming up!

Please remember do read the following books in preparation for the great conference we have in store:

- Jim Collins' Good to Great: Why Some Companies Make the Leap...and Others Don't.

http://www.amazon.com/gp/product/0066620996/sr=8-2/qid=1155254048/ref=pd_bbs_2/103-6317842-3854218?ie=UTF8

- Now, Discover your Strengths, by Marcus Buckingham:

http://www.amazon.com/gp/product/0743201140/sr=1-1/qid=1155254181/ref=sr_1_1/103-6317842-3854218?ie=UTF8&s=books

Alison Gause presents the new NCADVS website, which you can view at www.ncadvs.org



Introducing www.ncadvs.org!

Dear NCADVS member,

We are pleased to announce that our website is now LIVE! Please visit www.ncadvs.org to check out the goods!

The website is now ready for you to log in. To do this, go to the home page and click “Member Log in”.

Your username: email address
Your password: last name

From here, you can change your password, upload photos and input in your personal contact information. The more people contribute to the site, the better and more interactive it will be!

Some of the great features we now (and will soon*) have:

- A comprehensive “resources” page with web links to the broader volunteer leadership community; hospitals and care facilities, volunteer organizations, healthcare policy, and philanthropic affiliates.
- Interactive members-only community
- Internal bulletin board (topics and messages)
- Listserv function to email questions to members and send emails to other individual members
- Access to Membership Directory
- Event Calendar

- Event registration online* (coming soon)
- Secure online event payment with credit card* (coming soon)
- Email blasts and event and newsletter announcement notification
- Past and current newsletters available to read
- An excellent marketing tool for new members and affiliate organizations

This site was created for you—by you! So, the wealth of our site depends on our collective input for resources (websites) and event listings. Please send me events to post on our event calendar. Examples would be any gift shop shows, hospital fundraising events, larger volunteer community events, leadership conferences, etc. Please gauge the appropriateness of events for the member community (please no hospital orientations, yard sales, or family reunions). Please email me any relevant events and I will post them on our site for 70 + Volunteer Leaders from the bay area to be informed.

Please understand that we are currently working out the kinks in our site, as well as the logistics of paying online. If you notice anything odd, please email me and I will do my best to address the issue. I will be in touch about the next steps of online registration and secure credit card payment soon.

Lastly, I couldn’t announce this without giving accolades to Green Bird Media, located in sunny San Diego, who designed our website. Green Bird has been a pleasure to work with from start to finish--and they are tech savvy and smooth designers. They work well with small businesses and non-profits. Please tell your colleagues or friends if they are looking for great web design service. You can contact Susan at Green Bird and tell them that NCADVS referred you at www.greenbirdmedia.com

See you online!
Alison Gause

Certified Administrator of Volunteer Services (CAVS) Bonus

Imagine my surprise and potential delight when I discovered that our hospital had a Human Resources policy on Certification Bonuses! The purpose stated was to “recognize employees for additional knowledge of a clinical specialty that meets the requirements listed below.” The cited requirements included “Certification enhances job performance” and “Certification exceeds minimum job requirements.”

So far, so good-- CAVS certainly does that. Our Certified Administrator of Volunteer Services (CAVS) certification (1) is achieved through successful completion of a nationally recognized examination, and (2) requires a verifiable education component covering a specific body of knowledge, and (3) renewal must validate that the knowledge level achieved through the original certification has been maintained.

I still wasn't sure that the CAVS would meet our hospital's requirements as all of the certifications listed were clinical. However, I contacted our Director of Clinical Education and did a sterling job of selling my case, “I just received my certification as a DVS through our national organization. That doesn't meet your requirements, does it?” She asked if it was required for the job to which I explained that it wasn't but that it assured the hospital that they had hired a competent DVS. She asked about the testing procedure and recertification, plus wanted to see the criteria.

After she reviewed the CAVS pages on the ASDVS website she informed me that it met the criteria! All I had to do was fill out the appropriate forms, including documentation of my certification, get my Vice-President's signature, and I was richer by \$500 gross - taxes ate a chunk, but I'm not complaining! Furthermore, I can apply for this each year that I'm certified-- ours is not a one-time bonus.

So, I would encourage you to investigate this potential bonus in your hospital. It is frosting on the CAVS cake!

Victoria Heidelman, CAVS
Director, Volunteer Services
St. Joseph Hospital

21 Counties Represent NCADVS

By Kate McNally

Seven new members joined Northern California's Association of Directors of Volunteer Services (NCADVS) this past year. The number for 2006 totals 74 members. The entire membership spans 21 counties from as far south as Kings County to as far north as Humboldt County.

The newest members come from the areas closest to the Bay area with one exception:

Sacramento:

- *Donalee Hallenbeck*, Volunteer Services Coordinator, Methodist Hospital,

San Francisco:

- *Ariel Chan*, Volunteer Coordinator for San Francisco General Hospital,

Alameda:

- *Jason Pokorny*, Volunteer Program Manager, Alameda County Medical Center, Highland Campus, Oakland
- *Amy Choy Kwan*, Manager, Volunteer Services, KP Medical Center, Fremont

San Mateo:

- *Lynn Murphy*, Director of Volunteer Services, Sequoia Hospital, Redwood City

King City:

- *Eva Ponce de Shaw*, Director of Volunteer Services, Mee Memorial Hospital, King City

Are there people in your area who would benefit by being a member of NCADVS?

Guide them to our website where they can download an application and mail to:

Kate McNally, Volunteer Coordinator

Good Samaritan Hospital
2425 Samaritan Drive
San Jose, CA. 95124

NCADVS Website:

- <http://www.ncadvs.org>

California Tobacco Tax Initiative Qualifies for November 2006 Ballot

Contact: Kris Deutschman

June 19, 2006

(916) 425-7174

Sacramento – The California Secretary of State announced today that the Tobacco Tax Act of 2006 has officially qualified for the statewide November 2006 ballot.

The initiative, likely to be assigned a proposition number by mid-July, would raise the state's tobacco tax by \$2.60 per pack of cigarettes. The approximate \$2 billion in annual expected revenue would strengthen and expand the reach of existing tobacco use prevention programs. It will also fund health insurance for children and provide needed resources for other health care priorities including disease prevention, medical research, and emergency room care. If passed by voters on November 7, 2006, the Tobacco Tax Act of 2006 would go into effect as of January 1, 2007.

“This initiative, without a doubt, is the best way to combat the detrimental effects smoking is having on our health care system. Now we can aggressively move forward to educate the rest of California's voters about how this measure is the most effective approach to preventing our kids from starting to smoke, helping those who want to quit and providing some needed funding for critical health care priorities,” said Charlie Smith, Chair of the Coalition for a Healthy California and Chair, American Cancer Society, Los Angeles Region.

“More than a million Californians have already expressed support for this important measure by helping to put it on the ballot. Californians can also have confidence that funds will go exactly as they intend. The initiative includes strict safeguards and audits. No new bureaucracies or other taxes are created by the initiative and money raised cannot be raided by the Legislature or any other entity, or used for any other purposes,” said Smith.

“Each year, nearly 50,000 California kids become new daily smokers,” said Wendy Lazarus, Founder of The Children's Partnership. “Voting for a tobacco tax increase is an excellent opportunity for Californians to directly impact these statistics and protect our children from the number one cause of preventable death and disease. The additional revenues generated will also ensure that California's uninsured children have access to affordable health insurance.”

“We fully expect tobacco companies to aggressively oppose this measure for the same reason California's health care community and dozens of other community groups support it – it will greatly reduce their client base and bottom line,” said Lazarus.

The Coalition for a Healthy California includes California's major health care advocates: the American Cancer Society, American Lung Association of California, American Heart Association, the Children's Partnership, the California Chapter of the American College of Emergency Physicians, California Emergency Nurses Association, PICO California, Children Now, California Primary Care Association, Campaign for Tobacco Free Kids, Association of California Nurse Leaders, Emergency and Acute Care Medical Corporation, and many others.

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30 Good Samaritan Hospital Student Volunteers Explore Healthcare Careers at the CAHHS Conference

*by Kate McNally, 2nd Vice President,
NCADVS Membership Chair*

On Friday, August 4th, 1:20 p.m...two brave chaperones and thirty Good Samaritan Hospital, San Jose, student volunteers boarded a bus at the back entrance of the Hospital. They would travel 237 miles away from their homes to participate in the event of their summer, the California Association of Hospitals and Healthcare Systems (CAHHS) Student Health Care Volunteer Conference.

Upon arrival in the unfamiliar town of Bakersfield, the students met and greeted students and advisors from various parts of the State during the ice cream social.

The following morning, the volunteers woke up with the help of their youth leader, John Berkeland, Junior Auxiliary President. They started the day with a continental breakfast and continued to meet and greet other student volunteers. These volunteers had a long day ahead of them, a day filled with learning and discovery.

“We learned so much at the Conference,” began one volunteer. The beginning high energy session “300 Ways to Put Your Talent to Work in the Health Field” presented by Lynn Brooks, Director of Volunteer and Health Career Services and her youth team from Salinas Valley Memorial Healthcare System prompted one student to say, “There are so many opportunities in the medical field that we can pursue, and each one benefits the community in multiple ways.”

These curious students enjoyed a seminar conducted by an Emergency Medical Technician, and he shared his career with them. The volunteers learned that they needed to be patient even if the patient’s

needs were ridiculous, and to treat each patient with the utmost care and respect.

Another seminar, on nursing, showed the volunteers the importance of nurses in the hospital and for the patients. One volunteer remarked, “Guys can be nurses too!”

For many, the most inspirational session was presented by Peter Meade, M.D., Director, Trauma Service, Kern Medical Center, Bakersfield. Dr. Meade showed the students pictures of his time outside the country in places where there was a huge lack of doctors. His desire to serve underserved people internationally has taken him to 11 countries with 8 medical service organizations. He said he feels a sense of purpose in teaching medical students and residents about serving underserved people. “The world is a real big place, and if we can become doctors and surgeons we can help a lot of people,” said a volunteer.

In the final seminar, “Spice Up Your Life”: Laughter and Music in Health Care” Myrna Bolger-Taul, Coordinator, Humor & Music, Saint Agnes Medical Center, Fresno, told us how laughter and music play important roles in our lives and help us heal from illness and maintain our wellness.

At 4 o’clock, the volunteers boarded the bus once more and headed home. They would take home many discoveries and a newfound inspiration and value for teamwork. The conference was over, and the students were tired, but one thing was left in their minds: volunteering helps everyone, the patient, the hospital and perhaps, most importantly, the volunteer.

“There are so many opportunities in the medical field that we can pursue, and each one benefits the community in multiple ways.”

HICS Update 10-1-06

Michelle Heckle

Kaiser Permanente - Oakland

On September 28, 2006, The Hospital Incident Command System (HICS) Guidebook and Educational Materials were presented to the Emergency Medical Services Authority (EMSA) by Project Consultants from Kaiser Foundation Health Plan and Washington Hospital Center. EMSA Director Dr. Cesar Aristeiguieta ceremoniously received the materials from Mr. Skip Skivington, Project Administrator from Kaiser Foundation Health Plan. This special presentation occurred at a HICS Workshop hosted by the California Hospital Association.

EMSA is currently preparing the final documents for Copyright and expects the materials to be available after October 6th, 2006 on the EMSA website. Please visit the EMSA website at www.emsa.ca.gov for more information.

Congratulations to Mary McCall, Director of Volunteers at Good Samaritan Hospital

Mary was recently awarded Good Samaritan's Excellence in Leadership award. The award is presented to Good Samaritan leaders who demonstrate leadership initiatives or innovations that go "above and beyond" the job expectations that have been set for them.

Mary was recognized for her on-going efforts to provide many departments with support from her wonderful Volunteer team. The Volunteers provide a cuddler program, many screening programs, the SMILE program, NICU reunions, flower deliveries and help with patient discharges every day. In addition, Mary received recognition for her part in the implementation of the successful TeleTracking System, which has helped to eliminate long waits for admissions.

**Don't forget to visit the new
NCADVS website at www.ncadvs.org!**

NCADVS
Northern California Association Directors of Volunteer Services

*Advocating effective
Volunteer Services Administration
in the healthcare industry.*

Member Login
Event Registration
[View Calendar](#)

Welcome to NCADVS

Northern California Association of Directors of Volunteer Services (NCADVS), established in 1957, is an organization of professional volunteer leaders from Northern California and Northern Nevada. These leaders are responsible for the administration of volunteer programs in their healthcare institutions. Today, NCADVS is over 70 members strong and we have an 8 member Board of Directors.

NCADVS offers a forum for exchange of information and ideas, and provides a medium for the development of professional skills through educational meetings, conferences, and workshops. Programs are timely and address current issues in volunteer management.

The mission of NCADVS is to facilitate the development and advancement of effective Volunteer Services administration in health care facilities.

- WELCOME TO NCADVS
- MEMBERS & TESTIMONIALS
- WHY JOIN NCADVS?
- CALENDAR & EVENTS
- JOB POSTINGS

President's Message

By *Rena Cota, President of NCADVS*
Kaiser Permanente Hayward

NCADVS is working for YOU!! Your 2006 board has been very busy this year. The web site is complete with final touches being added, we have an Employer Identification Number and a new position will be added to the board next year with membership approval! How time flies when you're having fun.

Soon you will have a new board and I ask if Mary McCall has called you to join the board, please do accept! The growth in development of your skills and relationships with others is priceless and not taught in any book. You will not regret it.

We look forward to seeing those members who are attending the retreat. This year may be the best attended in all the years of the retreats. Congratulations to the committee for all their efforts. December 1 will be our Annual Meeting at the Hyatt Regency in San Francisco we hope you can make it!

A Message From C. Duane Dauner, President of CHA

Proposition 86 The Tobacco Tax Act of 2006

We are in the last month of the Proposition 86 campaign. A combined grassroots effort by all of the Proposition 86 co-sponsors and an effective advertising program will produce success on November 7 at the ballot box.

The list of organizations, agencies and elected officials who have endorsed Proposition 86 exceeds 360. Sponsors are CHA, American Cancer Society, American Lung Association of California, American Heart Association, The Children's Partnership, Children Now, Tobacco-Free Kids Action Fund, California Emergency Nurses Association, Association of California Nurse Leaders, PICO California, California Primary Care Association, California Chapter of the American College of Emergency Physicians, and Emergency and Acute Care Medical Corporation. Key endorsers include AARP, Los Angeles Chamber of Commerce, American Academy of Pediatrics, California District, Long Beach Area Chamber of Commerce, San Jose Silicon Valley Chamber of Commerce, SEIU Local 535, California Medical Association (CMA) and United Farm Workers.

On the other hand, big tobacco has contributed more than \$55 million to oppose Proposition 86. Tobacco ads and allegations have crossed the lines of integrity, honesty, ethical standards and facts.

Tobacco has even convinced some health care professionals to be their mouthpiece based on un-

founded allegations about the regionalization of emergency services and antitrust exemption.

The real reason some physicians oppose Proposition 86 is Section 1797.304 (e), which provides authority for a hospital governing board to obtain an independent opinion on whether a proposed amount or rate of payment to on-call physicians is fair and reasonable. In fact, the purpose of this section is to protect physicians and hospitals from violating existing federal and state laws.

Now is the time for all hospitals to again stand up for Californians and a reduction in smoking. There is no doubt that Proposition 86 will reduce smoking and save lives. The California Department of Health Services (CDHS) determined that the tax increase in Proposition 86 will result in 312 million fewer packs of cigarettes being sold in California annually. Further, CDHS reports that more than 500,000 people will quit smoking; 700,000 children currently under 17 will not become smokers; 120,000 deaths among current adult smokers will be prevented; 180,000 children under 17 will not die due to smoking; and \$16.5 billion in health care costs will be saved.

Tobacco products cause patient illness and premature death. The facts are irrefutable. Let's not let big tobacco get by with their scare tactics to divert the debate to manufactured or imaginary allegations.