

## President's Message

*By Kathy Meyer, President of NCADVS*  
Marin General/Novato Community Hospitals

### **If You Don't Define Yourself, Someone Else Will Define You.**

While reviewing some of my notes from the CAHHS conference, I noticed I had underlined the following quote several times. **DEFINE OURSELVES.** Think about it, this is a *very powerful statement* and it is up to us, as Directors of Volunteers, to **DEFINE OURSELVES.**

Last year the NCADVS focused on:

- marketing your department
- knowing the system you are a part of
- aligning your departmental goals with the goals of the hospital
- knowing your strengths
- don't fly *under* the radar, be *on* the radar

We are continuing this theme in 2007. I encourage everyone to take advantage of the educational presentations the NCADVS general meetings have to offer. At the March 9th Education Meeting there was discussion on the need to survey our members in order to define the scope and value of the work provided by professional Volunteer Management. This information will be used by YOU as a teaching tool within your hospital system. When you receive the questionnaire please take the time to complete it because

**IF YOU DON'T DEFINE YOURSELF SOMEONE ELSE WILL DEFINE YOU!**

### **Dates to Remember**

May 11	NCADVS Education Meeting	Marin General Hospital, Marin
July 13	NCADVS Education Meeting	Sutter Conference Center, Vallejo
July 16 – 18	Point of Light National Community Service Conf	Philadelphia, PA
August 23 – 26	ASDVS Leadership Conference/Trade Show	San Antonio, Tx
September 6 – 7	CAHHS DVS Fall Focus	
October 18 – 19	NCADVS Education Meeting/Retreat	Asilomar, Pacific Grove
November 30	Annual NCADVS Membership Meeting	Grand Hyatt, San Francisco

## NCADVS Web Corner: Making Smarter Connections

*By Alison Gause, CAVS*

Thank you for your patience with switching over from our former management company to our website. Our long-term goal is to have a full service site for membership communications, zesty educational resources, efficient newsletter distribution, and a snappy payment system. Our site is growing more robust but there are still a few growing pains and glitches that we are ironing out. We are currently looking into an online payment system to make processing dues and payments faster and easier for you. News on the prospective payment feature will be shared when ready. To better assist you with using the site, I'd like to answer a few common questions that have come up:

**Q: When I go to the “Contact Center” to send an email to all members, I can’t load the HTML editor. A:** You need java software to be able to view the html editor. You can take a few seconds to download this free software at [www.java.com](http://www.java.com). Go to java’s site and click on “Verify Installation” which will check to see if you already have java on your system. If not, click “Download Software”. It only takes a few seconds to download the software. Most hospital firewalls will allow this minor download, but if you have any questions, please contact your IS & T department.

**What’s New!** NCADVS.org has been freshly updated with new bulletin board features to share useful information with other members. You can find the Bulletin Board under the “Community” area on the home page. We now have the following interactive forums (see RH top of page).

### Discussion and Feedback

JCAHO

Ride Share to Events

Website Feedback

### Volunteer Leadership Resources

DVS 101- Resources for New Volunteer Managers

Legislative News and Updates

Technology and Volunteer Management

Volunteer Management Articles

Volunteer Management- Great Books

Websites- Professional Leadership

Websites- Volunteerism

### Volunteer Management Job Listings and Postings

Job Positions Open

Resume Search

**Q: How do I make a bulletin board post? A:** Log in to NCADVS.org. From the home page, click the “Community” button, scroll down to Bulletin Board. Find the topic you are interested in reading. To add a post, click on the topic area, then click “Add a topic”, which will take you to a new screen where you can add your resource and also upload any attachments, then, click “Submit”. The Bulletin board enables users to post information, read articles, and also make posts in response to other posts.

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*NCADVS Web Corner continued*

Please peruse this educational and interactive area—and post your latest and greatest volunteer management news and articles for the other members to use. If you would like any main topics added to the bulletin board, please email them to Alison Gause at [gausea@sutterhealth.org](mailto:gausea@sutterhealth.org).

*A wealth of resources at your fingertips!*

Visit [www.ncadvs.org](http://www.ncadvs.org) today!

## It's The Law

Even a supportive and benevolent group like NCADVS needs to have By-Laws and Standing Rules so we know who's on first and what to do if.... We are required to review these documents every year and need a few good members to be on the By-Laws Committee. The task can be done with a minimum of meetings thanks to communication technology. If you would like to be on the By-Laws Committee, please contact Grace D'Anca at (415) 641-6490.

## Each One Teach One, NCADVS 2007 Mentors

NCADVS has a diverse line up of mentors prepared to help you with any kind of questions you might have. Don't hesitate to contact them for advice on problems or if you just need a sounding board. Our 2007 mentors are:

**Liz Burleigh**, Coordinator of Volunteer Services, Kaiser Permanente, Napa/Solano Area, (707) 651-2358, [liz.burleigh@kp.org](mailto:liz.burleigh@kp.org), expertise - building volunteer leadership.

**Grace D'Anca**, Volunteer Services Manager, California Pacific Medical Center, St. Luke's Campus, (415) 641-6490, [DancaG@sutterhealth.org](mailto:DancaG@sutterhealth.org), expertise – corporate volunteer projects, Auxiliary and youth volunteers.

**Anna Elola**, Director of Volunteer Services, Washington Hospital, Fremont. (510) 791-3465, [anna\\_elola@whhs.com](mailto:anna_elola@whhs.com), expertise - student volunteers.

**Alison Gause**, Volunteer Coordinator, California Pacific Medical Center Pacific Campus, (415) 600-3402, [GauseA@sutterhealth.org](mailto:GauseA@sutterhealth.org), expertise - Volunteer Management 101

**Michelle Heckle**, Service Director, Kaiser Permanente Medical Center Oakland, (510) 752-6671, [michelle.heckle@kp.org](mailto:michelle.heckle@kp.org), expertise – students and youth, Emergency and disaster planning.

**Anja Koot**, Director of Volunteer Services, California Pacific Medical Center, (415) 600-3404, [koota@sutterhealth.org](mailto:koota@sutterhealth.org), expertise – managing multiple campuses, creating reports with impact.

**Tessa Moore**, Volunteer Services Manager, Stanford Medical School Blood Center, (650) 723-6795, [tessamoore@stanford.edu](mailto:tessamoore@stanford.edu), expertise – general practice.

**Kathy Meyer**, Director of Volunteers, Marin General Hospital, (415) 925-7261, [MeyerK@sutterhealth.org](mailto:MeyerK@sutterhealth.org), expertise – retail.

If you are interested in also being a mentor, please contact Grace D'Anca at (415) 641-6490 or [DancaG@sutterhealth.org](mailto:DancaG@sutterhealth.org).

## NCADVS Sets Goal to Grow Membership

By *Kate McNally*

At its first meeting in 2007, the Board set a goal to grow the organization by ten percent. We are well on our way to reaching that goal. At its highest number last year, NCADVS totaled seventy-four members. To reach our goal for 2007, we need to gain 7.4 members.

Thanks go to the individual members of the board for making phone calls to our current members. Through the phone calls, we learned that a few of you never received the form to update annual dues and a few of you had some questions about our new website service. I see all of this as both a sign of our organizational growth and as opportunities to serve you better. Keep the comments coming; we appreciate all the feedback. We remain strong and look forward to anyone who may be interested in joining NCADVS. If you know of anyone who might have interest in becoming a member, please give him or her the website address:

[www.ncadvs.org](http://www.ncadvs.org)

**Please welcome our newest members!**

### **Linda Acosta, Volunteer Coordinator**

Laguna Honda Hospital, San Francisco

### **Janie Jennings, DVS**

San Francisco General Hospital, SF

### **Johanna Medellin, Admin. Supervisor**

UC Davis Health System, Davis

### **Susan Vicchio, Dir. Eskaton Foundation**

Eskaton Hospital, Carmichael

### **Rebecca Williams, Volunteer Manager**

Feather River Hospital, Paradise

### **Membership Contact:**

**Kate McNally, NCADVS Second VP**

**Membership Chairperson**

**(408) 559-2155**

**[kate.mcnally@hcahealthcare.com](mailto:kate.mcnally@hcahealthcare.com)**

## Members Discover New Strengths

By *Shannon Graham, CAVS, MM/PA*

Our 2007 educational programs will continue to build on the 2006 theme of systems thinking and “Navigating Our Corporate Skies” by focusing on managing strategically. Successful strategic management generally includes a measure of analyzing your Strengths, Weaknesses, Opportunities, and Threats. If you’ve read Now Discover Your Strengths or Strengthsfinders, you already know that your best opportunities for excellence are created by focusing on the Strengths portion of your SWOT analysis, so starting the year by defining and understanding our personal strengths seemed like a perfect starting point in embarking on a journey of designing and implementing strategic road maps for our programs.

While learning about strengths is interesting, it offers limited benefit in isolation. Rath (in Strengthsfinders 2.0) used the term “consciously competent” to describe the benefits of identifying and focusing on our strengths and claims a “strengths-based approach improves your confidence, direction, hope, and kindness toward others.” Our March 9th General Membership Meeting focused on identifying our individual strengths and how they influence our ability to strategically manage our programs and departments. Members of our education committee facilitated discussions about each attendee’s strengths and how they apply them in the work setting. If you completed your Strengthsfinder profile but were unable to attend our meeting, please e-mail me your top two so I can include your strengths in our organizational grid. Our wrap-up discussion confirmed the diversity of our membership and the myriad of strengths and perspectives each of us bring to our positions.

*Join us at the May 11<sup>th</sup> for  
our Educational Meeting!  
Information on Page 5*

## *Strategic Roadmap Design: Find Your Tactical Advantage in Your Organization*

**Friday, May 11th**

**Marin General Hospital, Greenbrae, CA**

We look forward to seeing you at our next education meeting on May 11 at Marin General Hospital as we continue exploring our strengths and how we demonstrate value to our organizations as we design and follow our Strategic Roadmaps. We are pleased to present former hospital CEO, Linda Tavaszi, Executive Director of Physician Services and the Marin Cancer & Heart Institutes at Marin General Hospital. She returned to Marin General Hospital after a ten year absence which included time spent as CEO at a hospital in Barcelona, Spain, in the East Bay working on mergers and acquisitions, at UC Medical Center, relocating the entire cancer program into a new building, and three years as CEO of Kentfield Rehabilitation Hospital.

Linda is a health care executive with extensive experience in hospital administration, including mergers, restructuring, goals and strategic direction. She is well known for exceptionally effective working relationships with physicians, promoting performance improvement, addressing cultural diversity, and creating enhanced customer, community, and employee satisfaction.

On May 11, Linda will share her perspective on how senior management views volunteer departments including the role of volunteers and volunteer managers in healthcare organizations, discuss effective leadership skills, and help us investigate how to best demonstrate our value within our institutions and communities.

**Host:** Kathy Meyer, Director of Volunteers at Marin General/Novato Community Hospital

**Location:** Marin General Hospital, 250 Bon Air Road, Greenbrae, CA 94904 Ph. (415) 925-7000

### **Agenda**

**Host:** Kathy Meyer  
 9:30 AM Registration and Refreshments  
 9:50 AM Greetings from our President Kathy Meyer  
 10:00 AM Business Meeting  
 10:45 AM Break  
 11:00 AM Educational Meeting  
 12:30 PM Lunch

You can register for the **May 11<sup>th</sup> meeting only for \$25** (\$35 for non-members). **Checks made payable to NCADVS.** Please contact David Whitman, NCADVS Treasurer (650) 696-4175 [whitmad@sutterhealth.org](mailto:whitmad@sutterhealth.org)

*The following article was submitted by Kate McNally, Coordinator of Volunteer Services*

*Good Samaritan Hospital, San Jose*

### **Junior Auxiliary Student Volunteers...**

**“Volunteering at Good Sam helps one discover their inner self...”**

By Caitlin Farrell and Vedant Patel

(two Thursday afternoon SMILE volunteers)

Once each week, we don teal shirts, put on our identification badges and spend three and a half hours trying to cheer up the sick at Good Samaritan Hospital. The volunteer sign-up process at the hospital may seem ridiculous due to endless applications and interviews. However, the benefits of the experience are overwhelming. From the bonds you make to the people you meet, volunteering at Good Samaritan is not only an addition to college applications. It also helps one discover their inner self.

**Caitlin:** On my first day, I was paired with Sarah, who has since graduated. I experienced some very awkward situations. It was pretty traumatizing, but Sarah and I were able to laugh about it in the end. At Good Sam, you make close bonds so quickly because of the situations you have to handle.

**Vedant:** Yeah, I know what you mean. My first day was a little awkward. Even just walking into a patient's room and starting a conversation is much easier said than done.

**Caitlin:** Once I had a really long conversation with a guy from the Blues Brothers. His father was very good friends with Martin Luther King Jr. It was so surreal to hear his stories. Every once in a while you meet someone amazing.

**Vedant:** At the orientation, the Junior Auxiliary president said that you would remember one experience with a patient for your whole life. I can proudly say I have experienced quite a few. One day I was strolling down the third CV corridor, looked inside a room, and found an elderly man in need of company. Little did I know, this man was a Pearl Harbor survivor from the U.S.S. Arizona. His life story was inspiring. At the hospital, we encounter people who want us to strive to become better people, and miraculously help us find a new attitude on life. Things so simple can have a huge impact.

**Caitlin:** Your shift becomes your family. We had a "thinking spot," where we practiced our Christmas carols and made up songs to sing to the patients. We meet people that have gone through so much, which put our own lives in perspective. The sick kids in pediatrics remind us that we are incredibly lucky to have the lives that we have.

**Vedant:** I know it's not much, but it means a lot when nurses and doctors take time out of their busy schedules to tell us that they appreciate what we do.

**Caitlin:** The patients too...Once we met an elderly man who only spoke Farsi and our shift leader happened to speak Farsi. The man was so elated when the two spoke that he started crying and telling us how much our visit meant to him.

Although we only do simple tasks like filling up water pitchers, giving patient's family members snacks, and engaging in simple conversation, we walk away each evening with the feeling that we have done something worthwhile. We will never know what happens to the people that we meet, and we will lose touch with the friends we make, but the experiences we have during the Good Samaritan program are unforgettable.