

PSDVS NEWSLETTER

Spring Issue

May 2010



President's Message

Greetings PSDVS Members,

By the time this letter reaches you, your volunteer celebrations should be over and your department is probably in full swing preparing for student volunteers. Our departments never rest! If it's not volunteer interviews, orientations and educational programs surely it's fund raising for an auxiliary, sitting on one of many organizational committees or possibly another task. Simply put, we are **BUSY!** However, because we are positive, creative, and ambitious multitask-ers, we always manage to get the job done - and Well!

Recognizing that the field of Volunteer Administration is a constantly evolving profession with unique challenges and rewards, the board members have set the 2010 goals that we believe are in the best interest of our members. Our goal as a society has been to continually provide opportunities, especially educational opportunities, to help advance and strengthen our members. Our list of items to accomplish this year are: making updates to the educational CD that was created two years ago, conducting a professional and salary survey of the membership, providing scholarships to members to attend National and State Conference, and investigate companies to work with to create a PSDVS website. As you can see, this is an aggressive task list, but one that myself and the board members have accepted with great enthusiasm.

In addition to the 2010 goals, we are working with members from Western Chapter to host the annual conference in Pittsburgh. The team from Western Chapter has been working really hard to put together a dynamic conference that will include great speakers, activities and with the help of Betty Anton, the Burston Award Ceremony. The annual conference will give us a fresh outlook and leave us with a sense of empowerment and camaraderie. I would encourage each member to consider attending. More details about the conference will be forth coming.

I'm honored to be your President and look forward to the opportunity to meet and work with you this year!

Krista M. DiRienzo

2010 PSDVS President



Keeping *Cool* Under Pressure in a Challenging Volunteer Management Era

At-A-Glance

- Conference Dates: November 4 - 5, 2010
- Conference Fees
 - \$125.00 for members of PSDVS
 - \$150.00 for non-members
 - Continental breakfast and lunch provided each day
- Hotel Information
 - **Doubletree Hotel**
 - Rate: \$139/room if booked by 10/4/2010
 - Reservations: 1-800-222-TREE (8733)
 - Parking:
 - Complimentary if you are a guest staying at the hotel
 - \$18/day if not a guest
 - All rooms and conference rooms are newly refurbished
 - Bigelow Grille: 4-star restaurant on site
 - Free shuttle service provided by the hotel to downtown locations and the South Side
 - Close to the train and subway stations
 - Hourly shuttle service to the Rivers Casino provided by the Casino.
 - Transportation to/from the airport to the Hotel is via Super Shuttle. The website is www.supershuttle.com for reservations. Cost one way is \$19.

Be sure to pencil **November 4th and 5th, 2010**, on your calendar to save the date for the upcoming PSDVS State Conference. The theme of the conference is ***Keeping Cool Under Pressure in a Challenging Volunteer Management Era***.

The program promises to provide great educational resources and networking opportunities to benefit all volunteer managers.

Programming for the event includes presentations on Health Literacy — a hot topic in health care; marketing your volunteer department — how to best use your scarce resources to attract new volunteers; End-of-Life panel discussion; Social Media — how Twitter, Facebook and other media resources can be used to enhance recruitment efforts; and 2 sessions on marketing yourself and your department internally. End the conference on a positive note after hearing Sally Chopping comically illuminate us on how to create better presentations.

The conference is being held at the **Doubletree Hotel** strategically located in the heart of downtown Pittsburgh, PA. From that location, you can easily explore the city in the evening. Pittsburgh offers a wide variety of interesting activities. Wonderful restaurants, theatre, sports and shopping are all within a few minutes walk or drive. Pittsburgh recently opened the Rivers Casino for those who enjoy the thrill of gambling. Who knows...you may go home much wealthier than when you arrived in town! The casino offers hourly shuttle service from the hotel. The hotel itself offers free shuttle service throughout the downtown area and the South Side. Call 1-800-TREE (8733) to make your reservation.

Evelyn Burston Award

Who was Evelyn Burston and what does she mean to PSDVS?

Recognition of one of its peers had long been the topic of discussion for the Executive Board of the State Association of Directors of Volunteer Services (SDVS - now known as PSDVS) through the 1970's and 1980's. Evelyn Burston had been the Director of Volunteer Services at Germantown Hospital in Philadelphia for twenty years and her name became synonymous with excellence in hospital volunteer management. She was one of the first managers to understand the importance of patients' opinions and their value to overall hospital operations and improvements. She initiated the Patient Visiting Services during her tenure and was the first volunteer manager to coin the term "candy striper" for junior volunteers. She also developed a male volunteer program at Germantown Hospital, which was a new concept at the time.

In 1982, five years after her death, the Board of SDVS decided to recognize one member of the state association each year with an award in Evelyn Burston's honor. This award is bestowed each year at the annual state conference to a member who exemplifies Mrs. Burston's vision, energy, and professionalism.

Each nomination is carefully evaluated using seven objective judging criteria. The reviewing panel is comprised of the president of each chapter, the Burston Chair (PSDVS Vice President) and a past award recipient.

As a recipient of the Burston award in 2003, I cannot express how much receiving the award meant to me. I can honestly say that it was the highlight of my career. I know that our members often feel that they do not want to be "singled out," that they are just doing their job, or that their work is very much a "team effort." All of this is true. But our society felt it was important to create an award to recognize excellence in volunteer management, and it is our responsibility to continue it by recognizing that every team needs a leader and these leaders are what keep our work moving in a positive, passionate, creative, and focused direction.

You should have received an e-mail with all of the nomination material attached to it. I hope that if you haven't yet done so you will sincerely consider nominating a colleague who exemplifies Mrs. Burston's attributes.....and if you are nominated, that you will consider accepting the nomination. Just ask Nancy, Olivia, Kerry, Diana, Joyce, Ruth, Carol, Betsy, Beth, Polly, Hazel, Jane, Susan, Suzanne, Sara, Vicki, Anna, Ceil, Joan, Diane, Bonnie, Jennifer, Melissa, Fran and Connie – all past recipients - and they will tell you what receiving the Evelyn Burston Award by the Pennsylvania Society of Directors of Volunteer Services meant to them. If you have not received the forms, please let me know and I will be happy to forward it to you. Even though the official deadline for submitting the nominations has passed, nominations will still be accepted through June 16, 2010.

Betty Anton, VP, PSDVS and Chair, Evelyn Burston Committee

Elizabeth.Anton@lvh.com

Congratulations are in order

for **Melissa Heinlein, MS, MA, CAVS, Eastern Chapter**. In May 2010, Melissa was named to serve a 2-year term on the editorial review board of the **International Journal of Volunteer Administration (IJOVA)**. The Journal is a refereed publication of the Department of 4-H Youth Development and Family & Consumer Sciences at North Carolina State University in Raleigh, NC, USA. *THE IJOVA* seeks to provide for an exchange of ideas and sharing of knowledge and insights about volunteerism, and volunteer management and administration, both in North America and internationally.

Your PSDVS Board

President

Krista Liparulo-DiRienzo - Director
Volunteer Services and Community Programs
Maxis Health System

President-Elect

Iris Douglas - Director
Volunteer Services
UPMC St. Margaret

Vice-President

Betty Anton - Director
Volunteer Services
Lehigh Valley Health Network

Secretary

Yvonne Narvarro-Brewer - Coordinator
Telecom & Volunteer Services
Bryn Mawr Rehab Hospital

Treasurer

Kathy Michalovicz, CAVS - Director
Volunteer Services

AHVRP Conference Information

IMPORTANT INFORMATION ABOUT THE AHVRP CONFERENCE IN SEPTEMBER

- The 2010 AHVRP Annual Conference *Navigating Our Future Through A Changing Frontier* is in St. Louis, Missouri. It is being held at the Union Station Marriott.
- **Conference Dates:** 9/30/10 - 10/3/10
 - **SAVE up to \$25** — [Register](#) Online **by 8/2/10**
- **CAVS Certification** is now being managed by the Council for Certification in Volunteer Administration (CCVA). AHVRP is continuing to offer this credential that recognizes its members as proficient in their field. Under the new arrangement, all current CAVS retain their certification. New applicants taking the exam in 2010 will take the same exam that was offered previously through the AHA Certification Center. Candidates will take the exam via a web-based e-testing service at their own facilities once specific requirements are fulfilled regarding proctoring of the exam. The CAVS exam will also be offered at the 2010 Annual AHVRP Conference in paper and pencil format on Thursday, September 30, 2010. The fee to take the 2010 CAVS exam has been reduced. For AHVRP members the fee will be \$250 and for non-members it will be \$400. See the AHVRP website for more information.
- **Have your travel budgets be slashed or eliminated?** Be sure to take advantage of the educational scholarships offered by PSDVS and your chapter. Information about applying for scholarships will be communicated through your chapter.
- **Do you have to justify attending this conference (or the PSDVS Conference) to your manager?** Check out the Justification Toolkit on the AVHRP website. In the toolkit you will find justification tips; how to calculate return on investment (ROI) and AHVRP provides a customizable letter for you to give to your manager. It can't get any easier than that!

Eastern Chapter Updates

Joan Simpson, Eastern President

March 19, 2010 — The SDVS Eastern Chapter had its first meeting of the New Year, and wow, what a beautiful day! Everyone had spring fever. The regular business meeting was held, followed by the program. Twenty members attended the meeting. Our program was presented by Joan Marie Hess and Peggy Owsik, entitled, "Bereavement." A question and answer period followed their presentation. Joan and Peggy brought several printed materials for members and offered their services to any area hospital that does not have a hospice program at this time. Refreshments were served.

May 7, 2010 — SDVS Eastern Chapter has been invited by the DVAVA (Delaware Valley Association of Volunteer Administrators) to attend their "Forty Years of Connecting Volunteer Administrators for Success Conference" at Haverford College. The day-long event is scheduled from 8:30 am - 3:30 pm. Outstanding speakers and breakout sessions are being presented, including:

- Marilyn Russell, BEN FM, Radio Personality, Keynote Speaker
- Liz & Kay Scott, Alex's Lemonade Stand, Keynote Speakers
- Camara Jordan, United Way of Southeastern PA
- Jan Weinstock, Vice-President, Gift of Life Donor Program
- Kathleen Begley, Founder, Write Company Plus
- Connie Pirtle, Strategic Nonprofit Resources
- Erika DeBruce, American Red Cross

September 10, 2010 — SDVS Eastern Chapter is meeting at the beautiful "Tyler Arboretum," in Media, PA. Plans are underway for a special program for our members and we're looking forward to the beginnings of beautiful fall foliage.

November 4-5, 2010 — SDVS Eastern Chapter is anxious to travel once again to Pittsburgh, PA, and participate in our State Conference. Last year, Eastern hosted and we're willing to help in anyway we can!

December 10, 2010 — SDVS Eastern Chapter will have its holiday luncheon and gift exchange. The program has not been finalized at this time. We are considering offering a Webinar.

Joan Simmons
President, ECPSDVS

Central Chapter Updates
Joyce Malicky, Central President

Greetings from busy Central Chapter where the flowers are blooming and the black flies are biting! Our first General Meeting of 2010 occurred on April 6th where we were hosted by Holy Spirit Hospital. Our membership has taken, hopefully, a temporary plunge to 37 members. Cuts in budgets was the number one reason for the decline. Some members have reportedly paid their own dues in order to stay informed by being involved in what they see as a valuable resource to them.... PSDVS! Kudos to all who continue to strengthen our cause! Our membership committed themselves to encouraging new members to join our local chapter by way of inviting a guest at our next meeting. In the fall of 2009 recruitment packets were set to 70+ healthcare providers to recruit membership.

At our April meeting, our membership viewed select portions of the 4th modular from the fall webinar series...*Proactive Program Management, Assessment and Design*, which also carried over into our networking session. We all realized what great resources we have at our fingertips. We have no more to do than to look around and ask our colleagues to share their knowledge, skill and energy....

Our summer quarterly will be held at Mount Nittany Medical Center in State College and our topic will be an extension of the webinar when our own new member Angie Bly taps into her marketing background to share with us how we can promote and justify our programs within our own facilities... creatively! We all look forward to this! We'll also be starting to make some concrete decisions about the 2011 State Conference... again, utilizing our resources, an events planner and former employee of Penn State! WE ARE PENN STATE! You'll be hearing more about this at the end of the year!

I hope the Member's Profile Form that was shared with the other chapters has proved useful and enlightening... I know it has been a great tool and resource for us!

Joyce Malicky
President, CCPSDVS

WESTERN CHAPTER Updates

Nicholas Petti, Western President

Greetings from Western Chapter. Our first meeting for 2010 was held on March 12, 2010, at the new state-of-the-art Children's Hospital of Pittsburgh of UPMC. The meeting was hosted by Kevin Urda, Volunteer Coordinator at that facility. The program focused on developing dashboards and scorecards on a department level. The presentation was made by Debra Sauro who is the Director of Quality Programming and Education at Family Hospice and Palliative Care. Following the presentation, the group was invited to tour the hospital.

During the business meeting, Iris Douglas gave updates on the plans for the state conference. Also, the preliminary budget was approved.

Next meeting is scheduled for May 21, 2010, at UPMC McKeesport campus.

Currently we have 39 members in Western Chapter.

Nick Petti

President, WCSDVS

State Board Meeting/Conference Dates to Remember



June 18, 2010: PSDVS State Board Meeting, Conference Call
August 20, 2010: PSDVS State Board Meeting, Hoss's, Carlisle, PA
Sept. 30, 2010 - Oct 3, 2010: AHVRP Conference, St. Louis, MO
November 3, 2010: PSDVS State Board Meeting, Pittsburgh, PA
November 4-5, 2010: PSDVS State Conference
December 17, 2010: PSDVS State Board Meeting, Conference Call

A look inside of the book 'Eat That Cookie! Make Workplace Positivity Pay Off'...

by Liz Jazwiec.

- A little background on Liz Jazwiec. Liz is an RN, a well-known speaker on customer service in healthcare and founder of Liz, Inc. In ***Eat That Cookie***, Liz writes that for the first 18 years of her career, she had a negative attitude. She was a “victim” of her environment. Holy Cross where she worked was located in a very bad area of Chicago and their patients were typically not of the highest caliber. In 1991, 95% of the hospital staff chose other hospitals when they personally needed care. Not the ideal working environment which was reflected in everyone’s attitude about the job. However, Liz and her ER team learned that when they started treating their patients differently, their patients were nicer to them. Employees began to take pride in their work and their hospital. Today Holy Cross is known nationally for its exceptional patient satisfaction and is a much more positive place to work.
- Chapter 11 in ***Eat That Cookie!*** Is entitled *Destination Unknown: How to Get Control of Your Career Destiny*. In this chapter Liz writes about the importance of being in control of your own professional destiny. She went on to say that most people spend more time planning their vacations than they do planning their career paths (Pg 78). Instead of giving thought to their futures, they just ‘bob along hoping to be happy at work.’ When that doesn’t happen, they blame their peers or their boss instead of doing something to change their situation. Liz suggests we should always be expanding our skill set and focusing on developing skills in areas where we may want to work in the future.
- Liz makes it a point to interview for other jobs annually (Pg 81). She writes that if you do this, it will help you to gain perspective on whether the grass really is greener elsewhere and if you truly have the qualifications you need to get hired. She advises people to interview before they need to in order to gain confidence. Liz goes on to say that this exercise keeps you sharp and gives you a realistic view of your career options. Having the opportunity to stay or leave empowers you and gives you a different perspective of your current employment. Most people who interview don’t leave their jobs. What happens instead is they make a conscious decision to stay.
- In her book, Liz advises to take 8 hours a year to plan your career (Pg 82). She lists a number of things to think about as you do your planning. Some of her suggestions are listed below.

Where do you want to be 5 years from now?

If you don’t know, what will help you get a better idea?

What do I like/not like about my current job?

What do others say I do well?

What resources could help me?

In summary Liz suggests you should develop a career plan; take steps to gain skills in an area you are considering as a possible career move; and interview annually to monitor your marketability.