

Unmasking Volunteer Potential



**27th Annual
Society for Healthcare
Volunteer Leaders
Education Conference
March 22-24, 2020
New Orleans, LA**
For more information visit shvlonline.org



Join us in “The Crescent City”, New Orleans, Louisiana for SHVL’s 27th annual education conference, March 22—24, 2020! Come to the birthplace of jazz, zydeco, Cajun and swamp pop and dance the night away! You can indulge in the amazing Creole and Cajun Cuisine, French seafood, shopping and so much more!

You won’t find another city like it!

Along with the culture, food and music of our host city you will have an experience of great speakers, breakout sessions and networking with colleagues from all over the nation.

Come be a part of this great experience!

Don’t forget!

“Laissez les bon temps rouler”

“Let the good times roll”

Cajun expression meaning to make merry!!!!

Sincerely,

Michelle McCann, VP Conference Education

Quick Conference Facts

Registration Fee:

Registration is currently open. Register online at www.SHVLOnline.org or by using the enclosed registration form. See website or registration form for complete registration pricing.

- One-Day Registration fee available for March 23, 2020 only.

Conference Brochure:

- The most recent updates to the conference brochure are posted on-line at www.SHVLOnline.org.
- To keep the conference as cost-effective as possible, we ask you to print and bring this brochure with you.
- Presenter handouts (as available from our presenters) will be available on the SHVL website the week prior to the conference.

Hotel Information:

Sheraton, New Orleans 500 Canal Street New Orleans, LA 70130

- SHVL Conference Rate starts at \$235 plus state and local taxes (currently 16.20%) and occupancy fee (currently \$4 per night).
- Conference Rate **cut-off-date** is March 2, 2020.
- Reservation requests made after 5:00p.m., March 2, 2020 will be accepted at the hotel's prevailing rate; based on availability.
- To make reservations:
 - call 1-800-325-3535 and request the Society for Healthcare Volunteer Leaders 2020 Conference room rate.
 - register online at: <https://book.passkey.com/go/shvl20>
- Complimentary Wi-Fi in guest rooms.
- Valet parking available at \$46 per day. Self-parking not available.
- For more information on the hotel, visit:
<https://www.marriott.com/hotels/travel/msyis-sheraton-new-orleans-hotel/>

Transportation Information:

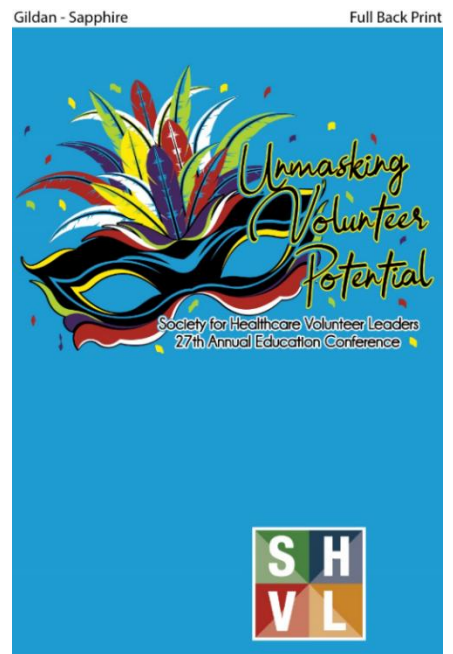
- Nearest airport – Louis Armstrong New Orleans International Airport (MSY)
 - Airport phone – 504-464-0831
 - Hotel is 12 miles W of airport
- Hotel does not provide shuttle service from airport.
 - Taxi service is available for approximately \$36 from the airport.
 - Uber and Lyft services are available at the airport.
 - Several shuttle services operate from the airport. Airport Shuttle is offering a discount if reservations are made through this web portal at least 24 hours prior to your flight's arrival time: <https://www.airportshuttleneworleans.com/portals/society-for-healthcare-volunteer-leaders-mar-2020>
 - Visit <https://flymsy.com/ground-transportation/> for ground transportation information from airport
- Rail service on Amtrak Crescent
 - Serving New York, Washington, DC, Charlottesville, Greensboro, Charlotte, Atlanta, Birmingham, New Orleans and intermediate stations along the route.
 - Convenient daily service.
 - Visit <https://www.amtrak.com/crescent-train> for information

Donate a Gift Card to the SHVL Gift Card Silent Auction and Join in the fun!

- Support SHVL Education by donating a Gift Card from your favorite store, restaurant, or a VISA/MC card.
- All amounts welcome but consider donating a Gift Card valued at \$25 or more.
- “Local” specialty stores may not be located in all states, so pick a Gift Card that could be used in most cities/states.
- Bring the Gift Card with you to conference, in an envelope with the name of the donor (individual, Auxiliary, or hospital) and dollar value of the card(s).
- Leave the Gift Card donation at the SHVL Conference Registration Area.
- Gift Cards will be bundled and offered during a Silent Auction.
- Winners will be announced at the end of the Vendor Fair on Monday.
- Silent Auction winners may pay for their gift card bundles by cash, check, or credit card.
- **THANK YOU for your support of SHVL Education!!**

Conference T-shirt available for only \$20!:

- Attendees will be invited to wear the shirt on March 23.
- Deadline for ordering shirts is February 21.
- Makes great gifts for your co-workers at home.



Front, Left Chest

T-Shirt Design

Sunday, March 22

8 a.m. – 5 p.m.	Registration Open
10 a.m. – 11:15 a.m.	First Time Attendee Session SHVL Certification Information Session Facilitator Training
11:30 a.m. – 1:30 p.m.	Lunch, Opening Ceremony, State Roll Call & Keynote Presentation, Why is New Orleans so Unique?
2:00 p.m. – 3:15 p.m.	~ Volunteer / Auxiliary Networking Session ~ Retail Managers / Gift Shop Managers Networking Session ~ HVL Networking Session
3:30 p.m. – 4:45 p.m.	Breakout Sessions ~ Build a Healthy Sandbox ~ “You’ve Got Mail” . . . and No One is Reading IT! Effective Communication Strategies in the Digital Age ~ Therapy vs. Service Animals – BOTH are Important to Your Organization ~ “They Said WHAT??” Harassment Happens in the Volunteer World* ~ “We Need to Talk”: Difficult Conversations*
5 p.m. – 7 p.m.	SHVL Annual Meeting and President’s Reception for SHVL Members

Dinner on Your Own

Monday, March 23

8 a.m. – 5 p.m.	Registration Open
8 a.m. – 9:45 a.m.	Plated Breakfast with Keynote Presentation, Attitude of a Champion
10:00a – 11:30a	Buyers Only Vendor Show (must be pre-registered as a buyer; entrance requires a ticket)
10:15a – 11:30a	Breakout Sessions ~ The Journey to Patient and Family Centered Care* ~ “They Said WHAT??” Harassment Happens in the Volunteer World* ~ Intentional Leadership: Delegating with Confidence ~ GPHAYXHCS: Volunteer / Auxiliary Scrabble Spells Something Special

*Indicates session will be offered twice.

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Monday, March 23 (continued)

- 11:30 a.m. – 1:30 p.m. Grab and Go Lunch
 - 11:30 a.m. – 2 p.m. Vendor Show
 - Bring money and plan to shop for yourself or friends
 - Write orders for your shop and / or book vendor sales
 - Mask Decorating Extravaganza
 - Prepare a Mardi Gras mask for Tuesday’s closing event
 - 12:30 p.m. – 1:45p.m. Breakout Sessions
 - ~ Retail Business Strategies
 - ~ “We Need to Talk”: Difficult Conversations*
 - ~ TECH Talk – The Internet is YOUR Friend*
 - Louisiana State Meeting
 - 2 p.m. Vendor Show Door Prizes, Best of Show and Silent Auction
Winners Announced (must be present to win)
 - 2:45 p.m. – 4 p.m. Breakout Sessions
 - ~ Sales Up! Sales Strategies for Growth
 - ~ The Journey to Patient and Family Centered Care*
 - ~ Meet the SHVL Board
 - ~ From Good to Great: Be the Volunteer your Organization
Needs You to Be
 - 4:15 p.m. – 5:45 p.m. Mississippi State Meeting
- Dinner on Your Own**

Tuesday, March 24

- 8 a.m. – 3 p.m. Registration Open
- 8 a.m. – 9:15 a.m. Plated Breakfast with Keynote Presentation,
It’s Not How You Shine . . . It’s Who You Polish
- 9:45 a.m. – 11:00 a.m. Breakout Sessions
 - ~ Neutralizing Your Competition: How to Stand Tall in a Crowd
of Competitors
 - ~ Annual Awesome-Cation – Making Annual Education Fun
and Exciting!
 - ~ TECH Talk – The Internet is YOUR Friend*
 - ~ Recognize to Maximize
 - ~ Junior Volunteer Programs that “Wow!”
- State Auxiliary Leader (SAL) Tea (invitation required)

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Tuesday, March 24 (continued)

11:15 a.m. – 12:30p	<p>Breakout Sessions</p> <ul style="list-style-type: none"> ~ Takeover My Makeover: How to Re-Invent Your Retail Space ~ Circle Shifting – Activate your Power to Move Things! ~ Grow Your Pet Therapy Program – 4 Paws at a Time ~ Volunteers ARE a Workforce
12:45 p.m. – 2:00 p.m.	Plated Lunch, Impact Award and Closing Ceremony
2:30 p.m. – 3:30 p.m.	<ul style="list-style-type: none"> ~ Volunteer / Auxiliary Networking Session ~ Retail Managers / Gift Shop Managers Networking Session ~ HVL Networking Session
3:45 p.m. – 5:00 p.m.	<p>Breakout Sessions</p> <ul style="list-style-type: none"> ~ GenerationSpeak: Managing the Collision of the Generations ~ Impact Award Show and Tell ~ The Volunteer Services / Child Life Partnership: Unmasking the Potential for Collaboration in Children’s Hospitals ~ Job Sharing: A Glimpse of True Work / Life Balance Role
6:30 p.m. – 9 p.m.	Closing Event on “The City of New Orleans” - Cruise the Mississippi River enjoying dinner and live music

Navigational Tips

A target audience designation is included with each session and is intended as a tool to assist you as you select sessions to attend. All sessions, with the exception of networking, and events otherwise noted, are open to all attendees.

(HVL) = DVS, Directors, Managers, Coordinators, etc. of Volunteer Programs

(Retail/GS) = Retail Managers, Gift Shop Managers

(VOL/AUX) = Volunteers & Auxilians

*Indicates session will be offered twice

All sessions are held at the Sheraton, New Orleans.

3rd Floor - Vendor Show, Monday Lunch and Mask Decorating Extravaganza

4th Floor Foyer - Registration/Conference Information

4th Floor - Networking and Break Out Sessions, SHVL Annual Meeting, VA Meeting and Louisiana and Mississippi State Meetings

8th Floor - Sunday Lunch/Keynote, Monday Breakfast/Keynote, Tuesday Breakfast/Keynote, and Tuesday Lunch/Impact Award/Closing Ceremony

Meet in the Main Lobby at 6:15 p.m. Tuesday for a “Second Line” parade to dinner – only a block away. Bring your Mardi Gras mask and handkerchief!

Do not overload elevators; they are programmed to accept 8 – 10 passengers.

Sunday, March 22

8 a.m. – 5 p.m.

Registration Open 4th Floor Foyer

10 – 11:15 a.m. All Sessions 4th Floor

First Time Attendee Session

(All First Time Attendees Welcome)

SHVL Certification Information Session

Facilitator Training

11:30 a.m. – 1:30 p.m. 8th Floor

**Plated Luncheon, Opening Ceremony,
State Roll Call & Keynote**

**Keynote Speaker
Morgan Molthrop**

Why is New Orleans so Unique? (ALL)

We'll look at the characters that emerged from New Orleans' early Creole history to discover why the city's



food, architecture, music, and people are different.

Learn how early volunteers — and some enslaved — made the “Big Easy” so compelling. From

nuns to pirates, Voodoo practitioners to “free people of color,” experience the flavorful story of Caribbean New Orleans.

2:00 p.m. – 3:15 p.m.

All Sessions 4th Floor

Volunteer / Auxiliary Networking

Retail Managers / Gift Shop Managers Networking

HVL Networking

3:30 p.m. – 4:45 p.m.

Breakout Sessions 4th Floor

Build a Healthy Sandbox

(Retail/GS) Anne Obarski
Have you ever thought, “Running a business would be easy if I didn’t have to deal with people?” Determine why some people step on your last nerve, what to do about it, and strategies to deal with employees or customers who are upset and how to turn them into your word-of-mouth sales team!

“You’ve Got Mail” . . . and No One is Reading IT! Effective Communication Strategies in the Digital Age

(ALL) Tricia Spence, CAVS
Hear about best practices for effective communication with staff and volunteers; not one method works for such a diverse and broad audience, so various ways must be employed to get your messages across. Communication is a very broad topic - in this session we will discuss proven methods and some new, more visual ways to relay messages, training, topics, etc. Learn about successful ways to use software programs to make messages more appealing, as well as communication devices that foster real-time communication between volunteers and staff. Tools, software, apps, and social media change quickly; this session will speak to how to spot trends, while keeping sustainable templates for your staff to successfully implement. You will also hear of ideas to how to partner with communication and marketing experts in your hospital or community to help develop a communication strategy for your department.

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Did you Know?

- The city of New Orleans is named after the Duke of Orleans who ruled as Regent on behalf of Louis XV from 1715 to 1723.
- New Orleans' popular Bourbon Street was not named after the whiskey. It was actually named after the Bourbon dynasty of France.
- In 1796, New Orleans became the first city to host opera in the U.S.
- Antoine's Restaurant (established in 1840) in the French Quarter is the oldest continuously run restaurant in Louisiana.
- Baton Rouge may be Louisiana's capital today, but New Orleans was named state capital twice – once as the capital of the French colony of Louisiana and again in 1864.
- The first Mardi Gras parade took place in New Orleans on Shrove Tuesday in 1938.
- Mardi Gras masks aren't just for fun. It's illegal to ride on a Mardi Gras float in New Orleans without one.
- Lake Pontchartrain Causeway near the city of New Orleans is the world's longest continuous bridge over a body of water.
- New Orleans has frequently been listed as one of the most haunted cities in America, and for good reason. The city is full of mansions and graveyards that many consider to be haunted and has enough ghost stories to last you a lifetime.
- New Orleans has more total mileage of canals, both above and below ground, than Venice, Italy.
- New Orleans is often called the "Crescent City" because of the distinctive curve of the Mississippi River than runs right through it.

Sunday, March 22 (continued)

3:30 p.m. – 4:45 p.m.

Breakout Sessions

4th Floor

Therapy vs. Service Animals – BOTH are Important to Your Organization

(ALL)

Donna May, CDVS

Better understand ADA laws, service animals and your role in their arrival, and how to best present your therapy animals to the healthcare team.

"They Said WHAT??" Harassment Happens in the Volunteer World*

(HVL)

Leigh Hornsby, Ph.D.

Harassment and discrimination is no longer, unfortunately, limited to paid employees of your organization. This session will help you identify, report, address and manage cases of harassment and discrimination among volunteers. This session will give attendees the ability to identify acts of harassment and know what tools they have and need to manage situations involving harassment and discrimination.



"We Need to Talk": Difficult Conversations*

(HVL)

Ashley Harold

Discover the tools needed to lead crucial conversations and conversations with difficult (and maybe not so difficult) volunteers.

5 p.m. – 7 p.m.

4th Floor

SHVL Annual Meeting and President's Reception

(SHVL Members Only)

Dinner on Your Own

Monday, March 23

8 a.m. – 5 p.m.

Registration Open 4th Floor Foyer

8 – 9:45 a.m. 8th Floor

Plated Breakfast & Keynote

Keynote Speaker
Aaron Davis

Attitude of a Champion (ALL)

Attitude, mental toughness and the ability to change and adapt quickly are just a few characteristics that all champions possess. Learn first-hand from a member of the Nebraska 1994 National Championship football team (considered one of the best teams ever assembled) what it takes to achieve incredible results. Examine strategies to remain positive in a challenging environment – including maintaining the ability to laugh at one’s self and to have fun. Hear tips on how to adapt to change quickly while still enjoying the ride.

10:00 a.m. – 11:30 a.m. 3rd Floor

Buyers Only Vendor Show

Must be pre-registered as a buyer – entrance requires ticket.



10:15 a.m. – 11:30 a.m.

Breakout Sessions 4th Floor

The Journey to Patient and Family Centered Care*

(ALL) Caroline DeLongchamps
Not long after her experience in the pediatric ICU with her son, Caroline went back to the hospital where she would spend time with children whose parents were unable to be there. She had a family, a community, and plenty of resources to guide her through the most terrifying moments of her life. She recognized that not every family has those resources, so volunteering in the Children’s Hospital was one way she could pay it forward. Volunteering led to her service on the Family Advisory Council, and then to numerous medical conferences around the country learning about Patient-and Family-Centered Care. Today, she is a speaker at many of those conferences she attended years ago. Join Caroline to learn how you can be a champion for your patients, families and staff by guiding your hospital in creating its own Patient and Family Advisory Council (PFAC).

“They Said WHAT??” Harassment Happens in the Volunteer World*

(HVL) Leigh Hornsby, Ph.D.
Repeat from March 22, 3:30 p.m. session.

Intentional Leadership: Delegating with Confidence

(ALL) Ashley Harold
Join us to learn how effective and confident delegation improves your leadership abilities.

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Monday, March 23 (continued)

10:15 a.m. – 11:30 a.m. continued

GPWAYXHCS: Volunteer / Auxiliary Scrabble Spells Something Special

(VOL / AUX) Angela Berns, CAVS

Learn how these letters spell something quite incredible! During this session, attendees will unscramble these mystical letters to discover how Auxilians, volunteers and leaders spell success in local hospitals and communities. Attendees will learn how y-o-u are the indispensable vowels to making sense of these letters. The session will show dozens of ways Auxilians, volunteers and gift shop leaders positively impact survey scores and advocate for the all-important patient experience in their hospitals.

11:30 a.m. – 1:30 p.m. 3rd Floor

Grab and Go Lunch

11:30 a.m. – 2 p.m. 3rd Floor

Vendor Show & Mardi Gras Masks 50+ Vendor Booths

- This is a Sale! Bring money and plan to shop.
- Bring your calendar and book vendor sales.
- Write orders for your shop.
- Create your own Mardi Gras mask for the Tuesday night closing event.
- Door Prizes! Drawing starts at 2 p.m. – must be present to win.
- Silent Auction Winners Announced



12:30 p.m. – 1:45 p.m.

Breakout Sessions 4th Floor

Retail Business Strategies for Your Gift or Thrift Shop

(Retail / GS)

Anne Obarski

Your customer expects an “experience” even if it is just a daily purchase. That “experience” involves more than just saying hello. Offering the right blend of merchandise and inventory control, knowing the correct timing to take that first markdown, sharing your excitement for new products with your volunteers and offering a fun shopping atmosphere are critical to your shop’s growing success. You’ll . . . Discover new trends in the hospital gift business for your growing success; Learn purposeful buying and merchandising techniques for your shop; Sharpen your focus on the communication and product sales skills that engage and create a memorable customer “experience” within your business.

“We Need to Talk”: Difficult Conversations*

(HVL)

Ashley Harold

Repeat from March 22, 3:30 p.m. session.

TECH Talk – The Internet is YOUR Friend*

(ALL)

Angela Berns, CAVS

Learn how your colleagues are making their professional life easier by staying up to date with technology. Learn how you can use digital platforms to promote your volunteer program, increase retail sales and improve processes. Hear what your peers are tapping into to stay current and relevant in this ever changing world of digital resources. Walk the talk by integrating

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Save the Date!



*28th Annual
SHVL Education Conference
March 21 – 23, 2021*

Monday, March 23 (continued)

12:30 p.m. – 1:45 p.m. continued
technology to successfully advertise your program (Canva), recruit 50+ volunteers (CreatetheGood), engage community (Facebook), create social media marketing (Giphy); sustain professional relationships (LinkedIn), increase productivity (Trello), and support financial sustainability using free tools available to anyone on-line.

Louisiana State Meeting 4th Floor

2 p.m. – 2:30 p.m. 3rd Floor

Vendor Show Drawing and Silent Auction Winners Announced

Must be present to win

2:45 p.m. – 4 p.m.

Breakout Sessions 4th Floor

Sales Strategies for Growth

(Retail/GS) Anne Obarski
Do you know your actual level of sales knowledge? Do you know the “growth areas” that can take you from slow to “quick” in the sales process? Do your communication skills allow you to pivot on a dime to better understand your client’s needs and wants? Do you know the quickest ways to ties up a successful meeting and be prepared with a follow-up strategy? Let’s take your sales pulse!

The Journey to Patient and Family Centered Care*

(ALL) Caroline DeLongchamps
Repeat from March 23, 10:15 a.m. session.

From Good to Great: Be the Volunteer your Organization Needs You to Be

(Vol / Aux) Ashley Harold
Learn how you can more effective in your volunteer role and therefore, more valuable to your healthcare facility.

2:45 p.m. – 4 p.m. continued

Meet the Board

(ALL)
Meet members of the SHVL Board. Learn about our Board structure and strategic plan. Find out how you can get involved.

4:15 p.m. – 5:45 p.m. 4th Floor

Mississippi State Meeting

Dinner on Your Own

Conference Schedule

Tuesday, March 24

8 a.m. – 3 p.m.

Registration Open 4th Floor Foyer

8 a.m. – 9:15 a.m. 8th Floor

Plated Breakfast & Keynote

Keynote Speaker
Pam Confer

It's Not How You Shine . . . It's Who You Polish (ALL)

You can polish a silver platter so well that you see your own reflection in it.



This concept also applies to our relationships with people that we interact with each day. Take an introspective look at your personal

and professional lives, and determine if you are a “polisher” or a “shiner,” and how you can create opportunities that allow others to excel.

9:45 a.m. - 11 a.m.

Breakout Sessions 4th Floor

Neutralizing Your Competition: How to Stand Tall in a Crowd of Competitors

(Retail/GS) Georganne Bender
It's a competitive world out there! With so many stores selling the same products, what are you doing to make your store special? What are you willing to do for your customers that others can't copy? Are you willing to rely on the uniqueness of your store and your team members? This presentation will arm you with the tools and the know-how to keep loyal customers close while attracting new ones.

Annual Awesome-Cation – Making Annual Education Fun and Exciting!

(HVL) Rob Toonkel, CDVS, CAVS
The “most wonderful time of the year” is not a phrase we often assign to Volunteer Annual Education, but it can be. Imagine making magic out of the yearly torture that we frequently think of when we speak of handwashing, HIPAA and healthcare rules and regulations. Conceive your volunteers emerging from this annual obligation with stars in their eyes and the information firmly embedded in their heads. Aspire to the day when everyone – including you – is energized about education! Together, we'll tear the mask off this ugly beast and utilize our talents to discover the beautiful opportunity that lies underneath. During this enchanting hours, we'll play our way through re-learning the things we already know, turning the typical ways of teaching on their head and building excitement for the now-anticipated mandatory education that lies ahead of all of us.

TECH Talk – The Internet is YOUR Friend*

(ALL) Angela Berns, CAVS
Repeat from March 23, 12:30 p.m. session

Recognize to Maximize

(ALL) Katharine Army
Find out how a Vanderbilt University Medical Center survey of their volunteers completely restructured their approach to recognizing, thanking and encouraging their volunteers. Discover how to listen to your volunteers' voices and how to have a more meaningful and impactful message of gratitude while saving your department money!

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Tuesday, March 24 (continued)

9:45 a.m. – 11 a.m. continued

Junior Volunteer Programs that “WOW!” (HVL / Vol / Aux)

Cindy Short and Barbara Wright, CDVS Put the WOW into your youth program with a 2-week summer program that will provide students with interactive activities that hospital staff will love!

State Auxiliary Leader (SAL) Tea

Invitation Required

11:15 a.m. – 12:30 p.m.

Breakout Sessions 4th Floor

Takeover My Makeover: How to Re-Invent Your Retail Space

(Retail/GS) Georganne Bender One of the most challenging aspects of retailing is choosing the layout that’s right for your store’s unique configuration. Another challenge is adding the eye-appealing displays that pull customers in and convince them to buy. Your customers today want to be entertained and visually stimulated and to shop in environments that make their decisions easier. Learn how to combine your store’s ambience, décor, signage and displays to increase your “shelf esteem” – and store sales!

Circle Shifting – Activate your Power to Move Things!

(ALL) Pam Confer Explore using one’s personal power to influence and move traditional, circular frames of thought and associated actions towards more modern, inclusive mind-sets and practices. Learn how to be authentic, bold and ready!

Grow Your Pet Therapy Program – 4 Paws at a Time

(ALL) Cathy Bennett

Anyone can increase their pet therapy teams by utilizing what you already have! Learn to think outside the box to recruit, teach AND retain your volunteers.



Volunteers ARE a Workforce

(VOL / AUX) Angela Berns, CAVS Workforce: The group of people, in its entirety, that contributes to the optimal flow of your organizations strategic priorities, mission, and budget constraints. Never say “I’m just a volunteer” again! Sell yourself, your service areas, and your program the HR and HCAHPS way. Attendees will learn how to communicate the impact of volunteers and enhance the credibility of their own volunteer service.

12:45 a.m. – 2 p.m.

8th Floor

Plated Luncheon, Impact Award Presentation & Closing Ceremony

2:30 p.m. – 3:30 p.m.

All Sessions 4th Floor

Volunteer / Auxiliary Networking

Retail Managers / Gift Shop Managers Networking with Georganne Bender

HVL Networking

(continued on next page)

Tuesday, March 24 (continued)

3:45 p.m. – 5:00 p.m.

Breakout Sessions 4th Floor

GenerationSpeak: Managing the Collision of the Generations

(Retail / GS) Georganne Bender

Do you speak the same language as your customers – all of your customers? Do you understand generational nuances that make each generation unique? Do your team members from different generations work well together? This session will present a complete guide to understanding and working with the different generations that shop – and work – in your store.

Impact Award Show and Tell

(ALL) Impact Award Nominees

Come learn firsthand more about the Impact Award programs introduced at the closing luncheon.

The Volunteer Services / Child Life Partnership: Unmasking the Potential for Collaboration in Children's Hospitals

(ALL) Joy Parker, CVA
and Shannon Hood, CTRS, CCLS

Explore the unique relationship that exists in children's hospitals between the Volunteer Services and Child Life Services departments. Presenters will provide specific examples of how their respective departments have successfully partnered over the past 19 years to: orient and support new Volunteers in their patient contact positions in Child Life; manage an active online self-scheduling system to meet staff needs; deliver a seamless pet

therapy program providing over 13,000 annual interactions; organize the annual holiday toy donations while producing a heartwarming family holiday workshop; creatively utilize junior volunteers to not only meet patient needs but also provide a meaningful volunteer role; support special events including a community fall festival for special needs children, an annual celebration of life, closed circuit TV offerings, Halloween parade, and more!

Job Sharing: A Glimpse of True Work / Life Balance Role

(HVL) Kidist Estifanos
Homeschool mom, Certified Yoga Instructor, AND Volunteer Services Manager . . . you may wonder "how on earth does she do it?" This presentation gives an overview of job sharing the volunteer management role, tips and tools to use in selecting the ideal candidate, and how to share the work

6:30 p.m. – 9 p.m.

Closing Event

Meet In the lobby at 6:15 p.m.
Don't forget your Mardi Gras mask and handkerchief.
See page 24 for all the details.



Pam Confer

Bilingual Professional Speaker, Jazz Singer, Business Consultant and Public Relations Guru

Pam Confer is an award-winning, bilingual professional singer, songwriter, speaker and public relations consultant. Confer's ability to engage and captivate her audiences uniquely positions her as a stand-out performer. In December of 2017, Pam



wrote, recorded and performed the song, "Mississippi Beautiful," a tribute to the state's bicentennial and the opening of the Two Museums – Museum of Mississippi History and Mississippi Civil Rights Museum. The uplifting song is permanently featured in the "Where do we go from Here?" gallery in the Civil Rights Museum. Her complementing children's book, "I am Mississippi Beautiful," was published in the fall of 2018.

Aaron Davis

Professional Speaker, Coach, Trainer and Attitude Expert

Aaron Davis has shared with over a million people how to perform like a champion. His experience as a member of the 1994 Nebraska team, as well as his work with numerous



corporations and organizations, allows Davis to understand firsthand what it takes to perform like a champion and experience incredible results both personally and professionally. His speaking and consulting company, Aaron Davis Presentations, Inc., has received the Chamber of Commerce Outstanding Minority Owned Business Award and Toastmasters International has presented him the Communication and Leadership Award. He's also received the Key to the City of Lincoln and has authored three books and co-authored two others that are changing the lives of thousands.

Morgan Molthrop

Writer, Artist, New Orleans Enthusiast



Morgan Molthrop, a New Orleans native, studied law at New York Law School, worked on Wall Street, and taught SEC disclosure practice at NYU. After a decade in the Big Apple, Molthrop returned to New Orleans to write and lecture. A historian and artist, Molthrop has written and photographed six books on Louisiana culture, including a regional best seller on Pirate Jean Lafitte and the Battle of New Orleans. He is currently working on a book about steamboats on the Mississippi entitled, The Anatomy of a Steamboat.

Georganne Bender

Georganne Bender is a speaker, author, consultant, consumer anthropologist and principal of KIZER & BENDER Speaking! Georganne and her partner, Rich Kizer, have helped thousands of businesses in the retail, restaurant, healthcare, travel, collegiate, beauty, funeral, sales, and service industries since 1990. Georganne is publisher of KIZER & BENDER's Retail Adventures, a blog founded in 2005 that is consistently listed among important retail and small business blogs. Georganne serves as a BrainTrust panelist for RetailWire and is a partner and emcee for the popular Independent Retailer.



Cathy Bennett

Cathy Bennett is the Pet Therapy Program Coordinator at the Medical University of SC in Charleston, SC. Cathy has grown the MUSC Pet Therapy program from 32 teams to 87 teams in thirteen months and is making Animal Assisted Therapeutic Intervention an integral part of the University's patient experience. Cathy is also a micro-pet influencer and the creator of Groovy Goldendoodles™, a pet blog and website centered around her two Goldendoodles – Harley and Jaxson. Cathy writes for several local and national pet-centric magazines sharing all that she has discovered and learned about pet therapy, training, discipline, nutrition and pet friendly places in Charleston SC.



Angela Berns, CAVS

Angela Berns, CAVS is a top performing manager of an award winning volunteer program. She believes that volunteerism is the backbone of this nation and that volunteers can move mountains. As a lifelong community volunteer, Angela was a volunteer at UnityPoint Health St. Luke's Hospital for ten years when asked to apply for a Volunteer Coordinator position; a year later she was promoted to manager of the 24/7 volunteer program with 800-plus volunteers. She also oversees the volunteer program for the new Helen G. Nassif Transitional Care Center, the largest Senior Health Insurance Information Program in the state of Iowa, and serves as President for WRAP, the Wheelchair Ramp Accessibility Program. This community volunteer program is a nonprofit organization providing home access to those in need in the form of wheelchair ramps and modified steps. Angela has strengths in program development, evaluation, and promotion. She is a Certified Administrator of Volunteer Services and has been asked to speak at hospital and non-profit conferences on a local, state, and national level.



Pam Confer

Pam Confer is an award-winning, bilingual professional singer, songwriter, speaker and public relations consultant. Confer’s ability to engage and captivate her audiences uniquely positions her as a stand-out performer. In December of 2017, Pam wrote,



recorded and performed the song, “Mississippi Beautiful,” a tribute to the state’s bicentennial and the opening of the Two Museums – Museum of Mississippi History and Mississippi Civil Rights Museum. The uplifting song is permanently featured in the “Where do we go from Here? gallery in the Civil Rights Museum. Her complementing children’s book, “I am Mississippi Beautiful,” was published in the fall of 2018.

Caroline DeLongchamps



Caroline is the Manager of Patient-and Family-Centered Care for The Medical University of South Carolina Health System. She is collaborating with others to help transform the organization to a system that honors and respects partnerships with patients and families. Caroline was the 2019 Commencement speaker for The Medical University’s Graduation Ceremony, receiving an honorary Doctorate of Humane Letters...a sign that the Health System is well on their way to realizing that transformation.

Kidist Estifanos

Kidist Estifanos is one of the Volunteer Service Managers at Inova Loudoun Hospital. After nearly a decade of Human Resource Operations experience, Kidist transitioned into her role in Volunteer Services in Fall of 2018. She picked up the reigns seamlessly and continued to assemble an amazing pool of volunteers to give support to staff that



will enable Inova Loudoun Hospital to provide quality, cost effective care that results in a high level of customer satisfaction. Kidist received her Bachelors in Psychology from Bowie State University, and continued to receive her Masters in Human Resource Development. Her experience in HR gave her an advantage; giving her the ability to adequately recruit, train/facilitate, and communicate with her volunteer team as well as the units/department leaders she supports. In addition to running a 300 + Volunteer program, Kidist is a homeschool mom and Certified Yoga Instructor!

Ashley Harold

With over fourteen years of combined experience in volunteer placement, management, fundraising and event planning, Ashley feels fortunate to have found her calling in connecting people with their passions. As someone who thrives on helping others succeed in their roles, she finds purpose in championing not only the mission of volunteerism but those who oversee volunteers and the programs they serve. Ashley is an effective communicator who enjoys working with individuals from all walks of life and is an expert in engaging others with ease and cultivating relationships with the goal of making strategic connections on behalf of the organizations she supports.

She has a proven background in coaching others in attracting and securing high quality team members, matching talents with organizational objectives, and helping managers learn to use their natural abilities to assess potential candidates and problem solve in new and interesting ways. She prides herself on her ability to hold crucial conversations when necessary to maintain successful partnerships and believes that it is the building of personal relationships that allows leaders to become effective and intentional in developing a quick understanding for how to best motivate and encourage team



members while supporting the professional standards of departmental needs.

As the mother of two young boys, Ashley is more active these days than she would normally be as her favorite free time activities include eating out, reading, watching movies and going to plays. She also enjoys running but that is mostly so she can eat out more often. The jury is still out on whether having small children is keeping Ashley and her husband young but there is no doubt as to whether they keep them entertained.

Shannon Hood, CTRS, CCLS

Shannon Hood, CTRS, CCLS is a certified Child Life and Recreation Specialist with a M.S.



in Organizational Leadership from Columbia Southern University and a B.S. in Recreation, Parks and Tourism with a concentration in Therapeutic Recreation from UNC Greensboro. She has worked at Children’s Hospital of The King’s Daughters in Norfolk, VA for the past 19 years. She currently serves as the Manager of Child Life and Patient Experience and carries a patient caseload on the rehabilitation unit and neuroscience unit. Shannon oversees all level of advisory councils and patient/family involvement in quality/safety initiatives.

Leigh Hornsby, Ph.D.

With more than 30 years of communications experience, Leigh Hornsby is the Principal Partner for Public Information Associates, a Dallas-area, Texas-based consulting firm. After working in the media for more than a decade and becoming a national award-winning radio news anchor and reporter, she transitioned to the public sector and later into consulting, where she provides services to higher education, public sector (governmental agencies), healthcare and transportation organizations. She specializes in



consensus building, policy and procedure development and training, such as Title XI, Title VI, Open Records, Inter-personal Communications and EEOC. In her spare time, she enjoys adjunct instructing political science and government courses. Dr. Hornsby holds a Ph.D. from the University of Texas at Dallas, as well as graduate and undergraduate degrees from East Tennessee State University.

Donna May, CDVS

Donna J. May recently moved across the river to Ohio after being a lifelong resident of Huntington, WV. A graduate of Marshall University, she bleeds green - Go HERD! Donna worked for Marshall University in Arts and Education as a finance and box office manager for over 12 years. Donna started at Cabell Huntington Hospital as the Manager of Volunteer Services and Guest Relations in September of 2012. The CHH volunteer



team is 170 strong and the 24 Guest Relations staff members service the hospital lobby, Outpatient Surgery area, ICU and the Emergency Department. After attending the SHVL conferences and serving on the SHVL board, Donna obtained her CDVS in April 2018. She continues to serve on the SHVL as assistant treasurer and is also the President of the WVSDVS. In her spare time, Donna likes to travel, work in the yard and spend time with her grandsons, Parker and Grayson who are the light of her life.

Anne Obarski

Anne Obarski, an award-winning speaker and member of the National Speakers Association and the Global Speakers Federation since 1996, is the founder of Merchandise Concepts. Over the last 15 years, she has extensively researched all aspects of customer service, gathering priceless knowledge by mystery shopping more



than 2,000 stores and businesses. Anne believes that customer service isn't about the transaction, it's about transforming customer relationships into a contagious experience . . . worth spreading. With more than 30 years of service experience, Anne is the author of several books. She is also a Certified Professional Behavioral Analyst and works with small to mid-sized businesses and professional associations to offer DISC assessment tools for better hiring and managing results.

When she's not speaking, traveling or consulting with business leaders, you can find her on the golf course, playing with her two grandchildren for searching for new ways to cover anything in chocolate.

Joy Parker, MS ED., CVA

Joy Parker, MS ED., CVA is a certified volunteer administrator with a M.S. in Health Promotion from Virginia Tech and a B.S. in Finance from Radford University. She has managed volunteers for the past 25 years and is currently employed at Children's Hospital of The King's Daughters in Norfolk, VA, a position she has held for 19 years. In addition to volunteers, Joy is responsible for the overseeing the operation of the Kids & Company gift shop and the Buddy Brigade, a 60-dog pet therapy program. Joy is active in her profession, serving as past president of the Virginia Society of Directors of Healthcare Volunteer Services, various board positions with SHVL, and as a current board member of the Council for Certification in Volunteer Administration (CCVA).



Cindy Short

Cindy Short, Assistant Director of Volunteer Services at Maury Regional Medical Center, coordinates the MASH (Maury Academy for Students in Health) program each year for upcoming juniors and seniors in the Middle Tennessee area. Cindy has been with Maury Regional Medical Center for nearly 8 years and this is her 6th year as Treasurer of THVP (Tennessee Healthcare Volunteer Professionals). Before her career at Maury Regional, Cindy managed a veterinary clinic for 9 years. Cindy received her Bachelor's Degree in Interior/Structural Design, Art and Architecture from Middle Tennessee State University in Murfreesboro, TN in 1981. She has two sons, two beautiful daughters-in-law and three grandchildren. A natural born "Southerner", Cindy and her husband enjoy life on their farm in Middle Tennessee.



Tricia Spence, CAVS

Tricia Spence has a degree in journalism from the University of Memphis. She has worked for St. Jude Children's Research Hospital since 2008 and is currently the Manager of Volunteer Services and Special Events. Previously she was the Volunteer and Special Events Coordinator for the hospital. Tricia oversees a population of more than 600 volunteers, three large clubs which fundraise and hold events, and an employee garden volunteer program. The St. Jude Volunteer Program has numerous placements throughout the hospital, including a highly structured and selective Volunteer Program and a Summer Program. The department also utilizes 3-4 full-time stipend interns each semester.

Tricia has 13 years' experience in the field of volunteer management and has held numerous leadership roles with Memphis DOVIA, including serving as president for three years. Tricia was selected to participate and graduated from the 2018 St. Jude Leadership Academy, a six-month intensive training program for emerging leaders. She



is also a founder and current facilitator/leader of the St. Jude Manager's Round Table. This group currently has more than 300 members and was formed to break down silos and to be a networking platform for managers, coordinators, supervisors and team leads throughout the organization. Its success fostered the creation of the St. Jude Manager's Leadership Academy.

Rob Toonkel, CDVS, CAVS

Rob Toonkel, CDVS, CAVS, Manager, Volunteer Services at Arnot Ogden Medical Center in Elmira, NY has a decade of hospital volunteer management experience in Virginia, Ohio, and New York. A 2,000-hour hospital volunteer himself, Rob weaves professional



experiences from politics, non-profit management, athletic media relations, and education into his daily responsibilities and engaging presentations. Rob has led volunteer and staff education efforts at four hospitals, and has been a speaker at 15 state and national conferences. Raised in Chappaqua, N.Y., and a graduate of the University of Michigan, he is the only person to have completed more than 400 marathons and donated blood and platelets more than 250 times.

Barb Wright, CDVS

Barb Wright is Director of Volunteer Services for Tennova Healthcare in Knoxville, TN



and has oversight of two volunteer programs, 250+ volunteers and an active Auxiliary. Barb is a Certified Director of Volunteer Services through Society of Healthcare Volunteer Leaders and through the Association for Healthcare Volunteer Resource Professionals. With over 30+ years of experience in volunteer management, working for one system that has been purchased three times in 15 years and has gone from not-for-profit to for-profit, you'll find she has the wit and wisdom to guide you through the process of creating a vibrant junior volunteer program.

Katharine Urmy

Katharine Urmy is Associate Program Manager at Vanderbilt University Medical Center in Nashville, TN. A native of Nashville, Katharine is passionate about her community and developing volunteer opportunities for involvement at Vanderbilt which is situated in the heart of Nashville. She manages recruitment, interviewing, onboarding, placing, and



training of new volunteers as well as meeting with clinical and administrative staff to determine and develop new placement opportunities and service descriptions. As a doctoral candidate at Middle Tennessee State University, studying organizational leadership, Katharine has researched the positive effects celebration and recognition can have on the culture within corporations. Katharine's work focuses on personalizing the experience that volunteers have while serving patients and families so that the service descriptions and placements are mutually meaningful and beneficial to both volunteers, patients, families, and the organization.

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Join in the “Second Line” parade from the hotel to experience jazz music, parade revelers, stilt walkers and more as we make our way to the mighty Mississippi River to board “The City of New Orleans” steamboat for a great night of music, food and fun!!!



Included in conference registration.

During the closing event, a drawing for a complimentary conference registration for the March 21 - 23, 2021 SHVL conference in Nashville will be held.
You must be present to win.



Register for the conference with this form or register online at www.SHVLonline.org with a credit card or print an invoice for submission to your hospital/Auxiliary. If registering with this form, please use a separate form for each registrant and keep a copy for your records; mail or fax completed form as indicated below.

Reservation deadline for hotel ends 5 p.m. Monday, March 2, 2020. (Prevailing hotel rates are subject to availability after this deadline).

ATTENDEE INFORMATION: (please print)

Attendee Name

Title of Attendee

Hospital Name

Hospital Location (City and State)

Phone

E-Mail Address

Emergency Contact Name and Phone Number

First Time Attendee? Yes No

SPECIAL REQUESTS:

Registration includes lunch on March 22, breakfast & lunch on March 23, all meals & the closing event on March 24.

I will not attend the following meal functions:

Please indicate any special meal requests:

I am a Gift Shop buyer or Vendor Sales Chair. Please register me for the Buyers Only Vendor Show.

If you require special services identified in the Americans with Disability Act, please notify Susan Grier by March 2, 2020.

Photography and Vendor Release: By registering, you hereby agree to the SHVL photography release statement and the release of your contact information to our registered conference vendors. Contact Susan Grier for a copy of the statements or to revoke this agreement.

All paid registrations will be confirmed. Registration fees, minus a \$100 cancellation fee, are refundable if notice is received by March 2. No refunds will be granted after March 2.

CONFERENCE REGISTRATION FEES:

Attendee Registration

Table with 2 columns: Registration Type and Fee. Includes Auxilian, Volunteer, SAL, DVS or Retail Manager SHVL Member, LA DVS (\$425), DVS or Retail Manager non-SHVL Member PLUS SHVL Membership (\$520), DVS or Retail Manager non-SHVL Member (\$625).

Additional Registration Fees

Table with 2 columns: Fee Type and Amount. Includes One-day registration (March 23) (\$195), Conference T-Shirt (\$20), Guest Package A (all meals & Closing) (\$350), Guest Package B (March 24 Closing only) (\$100), Guest Package C (Breakfasts only) (\$95).

Guest Name:

Please note guests may not attend educational breakout sessions.

PAYMENT INFORMATION:

Total Registration Fee \$

Method of payment:

- Check Enclosed (payable to SHVL)
Check to follow (registration incomplete until check received)
Credit card - VS MC AX DS

Name on Credit Card Expiration Date

Credit Card Number and Security Code

Billing Address (Street, City, State and Zip)

Phone Number Associated with Card

REGISTRAR CONTACT INFORMATION:

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