

The background of the entire poster features a large, stylized crown in the center, rendered in a golden-yellow color. Behind the crown, several hands of different colors (pink, green, blue, yellow) are shown reaching up, as if holding or supporting the crown. The overall theme is one of community and support.

Volunteers



The  
Crowning  
Jewel  
of

Healthcare!

26th Annual  
Society  
for  
Healthcare  
Volunteer  
Leaders  
Conference  
April 28-30, 2019  
Charlotte, NC



# “Volunteers – The Crowning Jewel of Healthcare!”

**26th Annual SHVL Leadership Conference  
April 28 - 30, 2019 Charlotte, NC**

The SHVL Board of Directors is excited to invite you to our 26th annual leadership conference, “Volunteers – The Crowning Jewel of Healthcare!” April 28 - 30, 2019, at the Westin Charlotte, in Charlotte, NC.

Our hospitals are faced with multiple challenges and changes as we all work to create an exceptional patient experience while providing the highest quality care. The SHVL conference will focus on emerging trends in healthcare volunteerism, and will address many of the issues facing our healthcare organizations, volunteer groups and daily lives. In addition to educational topics, you will have time to rekindle old friendships and make some new ones. Time will be spent with peers as we gather together to learn, share and network.

We are lining up exceptional keynote and workshop speakers in the fields of leadership, retail management and self-improvement – ensuring that all volunteer leaders, retail managers, Auxilians, volunteers and SALs have the opportunity to receive vital information on relevant topics.

At conference, together we will learn new and innovative strategies, assisting us as we continue to be that “crowning jewel” for our healthcare system. We will also have fun at our closing event, a “Top Hats and Tiaras” celebration featuring dinner and live music. It will be a wonderful way to royally celebrate together in the “Queen City!”

We look forward to seeing you in Charlotte!

*Jean*

Jean Payne  
President, SHVL

*Chris*

Chris Perry  
VP Education, SHVL



A royal learning opportunity and celebration awaits you in the Queen City.

For more information regarding events happening in Charlotte, visit

[www.charlottesgotalot.com/events](http://www.charlottesgotalot.com/events)

# Quick Conference Facts

## Registration Fee:

Registration is currently open. Register online at [www.shvlonline.org](http://www.shvlonline.org) or by using the enclosed registration form. See website or registration form for complete registration pricing.

Early Registration fee (a savings of \$55) available only through February 15, 2019.

Regular Registration fee applicable from February 16, 2019 - April 5, 2019.

One-Day Registration fee available for April 29 only.

\$50 additional late fee required after April 5, 2019.

## Conference Brochure:

The full conference brochure will be available soon. Please check on-line at [www.shvlonline.org](http://www.shvlonline.org) for details.

In an effort to keep the conference as cost-effective as possible, we ask you to print and bring this brochure with you.

Presenter handouts will be available on the SHVL website prior to the conference.

## Hotel Information:

The Westin Charlotte 601 South College Street Charlotte, NC 28202

Group Rate starts at \$219 plus state and local taxes (currently 15.25%).

"Cut-off date" for accepting reservations into this room block is April 5, 2019.

Reservation requests received after 5 p.m. on this date will be accepted at the hotel's prevailing rate, based on availability.

All guests making reservations should call Reservations at 1-866-837-4148 and identify themselves as part of the Society for Healthcare Volunteer Leaders 2019

Conference in order to receive the special rate. Or use this link to register online:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1544123011091&key=GRP&app=resvlink>

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

Attendees will be invited to wear the shirt on April 29.

Deadline for ordering shirts is March 31.

Conference T-Shirt Design

Gildan - Charcoal

Full Back Print



Front, Left Chest



# Top Hats and Tiaras

## April 30 Closing Event:

6 pm – 9 pm

Included in conference registration

To honor Charlotte as the “Queen City” and to celebrate the closing of our conference, the SHVL Board of Directors cordially invites you to the Top Hats and Tiaras Gala. Dress as royalty (optional) and wear your top hat, tiara or fascinator. Don’t have “formal” head ware, don’t fret – we’ll make fascinator hats during the conference.

Live music from multiple genres will be provided by the “Sweetwater All Stars.” The band is composed of employees from Sweetwater Sound, Inc. in Fort Wayne, IN and is a “who’s who” of musicians and music professionals from all over the country. Members include Nick D’Virgilio (Genesis, Tears For Fears) on drums, Don Carr (James Brown, The Oak Ridge Boys) on lead guitar, Phil Naish (Elton John, Steven Curtis Chapman) on keys, Kat Bowser (Oleta Adams, Jon Secada, Tony Bennett) on vocals, Sweetwater’s owner and CEO, Chuck Surack on saxophone – and that’s just to name a few. The band performs a variety of music that is primarily focused on early Motown, Stax, Chess and Atlantic artists, along with their own interpretations of popular music from yesterday and today.



## Special Thanks to our Sponsor



Diamond Presenting Sponsor

# KEYNOTE SPEAKERS

## PHIL RICH

**Senior Vice President and Chief Merchandising Officer, Sweetwater Sound, Inc.**

Phil Rich is an 18 year veteran of the music industry with incredibly broad experience in retail sales, training, merchandising, purchasing, marketing and management. His primary role at Sweetwater\* is working with his team to determine what products the company offers.

Before joining Sweetwater in 2011, Phil spent 14 years working at Guitar Center as Vice President of Merchandising and in other roles including District Sales Manager and Director of Training. He served on the National Association of Music Merchants Board from 2008 – 2011. Prior to working at Guitar Center, Phil was in the US Navy for 8 years including a year at sea aboard USS Midway during Desert Shield/Storm, and later as a guitarist for the Navy Band.

Phil has significant experience as an audio engineer and is a graduate of the University of Washington's audio production program. He's an experienced professional musician and regularly performs in Fort Wayne. His passion for aviation led him to become an instrument-rated pilot. He volunteers with the local EAA Young Eagles program, bringing the experience of flight to local youth.

(\*Sweetwater Sound, Inc. (Sweetwater) is the largest online retailer of musical instruments and pro audio equipment in the United States with 619 million in revenue recorded in 2017.)



## KELLY SWANSON

**Strategic Storytelling Expert, Motivational Speaker, Comedian, Award-Winning Storyteller and Author, Least Likely To Be Seen Jogging**

Kelly Swanson will share with us just what a powerful communication tool storytelling can be and inspire us to find our own storytelling skills. Kelly writes, *"People are always asking me how I got to where I am. Most days I'm not really sure. When I look back at that painfully shy goofy kid I used to be...well, I never imagined she would end up here. I give all the credit to one gift – my ability to tell a good story."*

*Not only did I learn to change the story line running through my head to achieve things I never thought possible, but I learned how to use story as a tool to influence people in a powerful way. When we connect through story it is real and lasting. And that's where the magic is. Let me help you find the magic in your story."*

Kelly has been featured on *The Fashion Hero* T.V. show, *The Huffington Post*, *Holland America Cruise Lines*, *Speaker* magazine, *Entrepreneur.com*, *Toastmaster* magazine, *Courageous Woman* magazine, and her mother's coffee table. She is the author of several books.





# BREAK-OUT SESSION SPEAKERS

Below is a preview of Conference Sessions – Watch the SHVL website ([www.SHVLonline.org](http://www.SHVLonline.org)) for additional speakers and sessions.

## **Thomas Arbaugh, Ph.D.**

Dr. Thomas Arbaugh, Ph.D. is a Certified John Maxwell Coach, Trainer and Speaker. Dr. Arbaugh holds a Bachelor of Science, Social Work from California State University, Chico, Master of Divinity, Care and Counseling from Emanuel Christian Seminary, and Master of Science, Mental Health Counseling/Counselor from Milligan College. He has served as a Senior Chaplain in the medical field and speaks throughout the U.S. on various team building and productivity strategies.



In his words, *"I offer effective team communication and structure that is important for forging relationships and equipping your team with the proper attitudes to develop leaders within. We will work through goal setting and communication exercises that will bring cohesiveness to your group ultimately increasing productivity due to the positive influences each member will have on the group as a whole."*

**Dr. Arbaugh will present breakout sessions on the topics of: Intentional Living, Today Matters and Developing the Leaders Around You.**

## **Phil Rich**

Phil Rich serves as Senior Vice President and Chief Merchandising Officer for Sweetwater Sound, Inc., the world's leader in music technology and instrument retailer. Phil will discuss gift shop ideas that are applicable to large healthcare systems as well as small retail operations. He will focus on meeting customer expectations while improving the bottom line. His experience in managing both small retail stores and the merchandising for a multimillion dollar worldwide retailer gives him unique perspective and understanding of the challenges you face.



**Phil's session is entitled: Retail Management: Kiosks to eCommerce.** To facilitate discussion, please leave your questions for Mr. Rich at the registration desk in advance.

## **Angela Smith, CAVS, MPA**

Angela Smith is a Certified Administrator of Volunteer Services through the Association for Healthcare Volunteer Resource Professionals (AHVRP). She holds a Master's in Public Administration with a concentration in Non-Profit Administration from the University of Akron. Angela is very active being the Immediate Past President for the AHVRP Board of Directors and a Peer Evaluator



for AmeriCorps through the Ohio Commission on Service; to highlight a few. She was recognized as the 2014 recipient of the Athena Young Professional Leadership Award from Inside Business Magazine and Athena International.

Angela is the System Director of Volunteer Services at Summa Health where she is responsible for direction and integration of the hospital volunteer programs at several hospitals, also overseeing gift shops and auxiliaries. She is a contributing author, most recently helping pen an article that highlighted the development and impact of Summa's Emergency Department Volunteer Rounder Program.

**Angela will be presenting breakout sessions on: Patient Experience Programs, Engaging the Community in Program Support and Wheelchair Resource Project.**

## **KELLY SWANSON**

Kelly Swanson, strategic storytelling expert, motivational speaker, comedian, award-winning storyteller and author, has been featured on *The Fashion Hero* T.V. show, *The Huffington Post*, Holland America Cruise Lines, *Speaker* magazine, *Entrepreneur.com*, *Toastmaster* magazine, *Courageous Woman* magazine, and her mother's coffee table.

**Kelly will follow-up her keynote address with several related breakout sessions.**







# Society for Healthcare Volunteer Leaders

## 2019 Conference Registration Form

Register for the conference with this form or register on-line at [www.SHVLonline.org](http://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.

Registration deadline for conference and hotel ends 5 p.m. Friday, April 5, 2019.  
(Late registration fee applies and 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 April 28, breakfast & lunch on April 29, all meals & the closing event on April 30.

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 April 5, 2019.

**Photography Release:** By registering you hereby permit and authorize SHVL or its agents to use photography and video of your attendance. You understand that images may be copied and distributed by various media without compensation. You may revoke your authorization at any time, but must notify a conference planner immediately. Indicate here if you do not agree to this statement. ☐

All paid registrations will be confirmed.  
Registration fees, minus a \$50 cancellation fee,  
are refundable if notice is received by April 5.  
No refunds will be granted after April 5.

### CONFERENCE REGISTRATION FEES:

#### Early Registration (register by February 15)

\_\_\_\_\_ DVS or Retail Manager SHVL Member,  
NC DVS, Auxilian, Volunteer, SAL \$395  
\_\_\_\_\_ DVS or Retail Manager non-SHVL Member  
PLUS SHVL Membership \$470  
\_\_\_\_\_ DVS or Retail Manager non-SHVL Member  
\$595

#### Regular Registration (after February 15)

\_\_\_\_\_ DVS or Retail Manager SHVL Member,  
NC DVS, Auxilian, Volunteer, SAL \$450  
\_\_\_\_\_ DVS or Retail Manager non-SHVL Member  
PLUS SHVL Membership \$525  
\_\_\_\_\_ DVS or Retail Manager non-SHVL Member  
\$650

#### Additional Registration Fees

\_\_\_\_\_ One-day registration (April 29 only) \$150  
\_\_\_\_\_ Conference T-Shirt \$20  
Available through March 31 only  
T-Shirt Size \_\_\_\_\_  
\_\_\_\_\_ Late Registration Fee after April 5 \$50  
\_\_\_\_\_ Guest Package A (all meals & Closing) \$350  
\_\_\_\_\_ Guest Package B (April 30 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:

Susan Grier, CDVS Director, Visitor and Volunteer Services Greenville Health System  
701 Grove Road Greenville, SC 29605 (864) 455-7920 (phone) (864) 455-4182 (fax) [sgrier@ghs.org](mailto:sgrier@ghs.org) (e-mail)