

Friends of VMH

Vernon Memorial Healthcare, Viroqua

June 2017

News from Your President

The seasons have changed and we are well into spring and approaching summer. Isn't it good to see the green grass and the spring flowers, after a long and cold winter?

The Friends had a very successful baked potato and cupcake lunch in January which raised \$470.00. It's success, in part, was due to the delivery of lunches throughout the VMH campus. Thanks to all who helped make this a success.

The Employee Appreciation luncheon was again served to VMH hospital and clinic staff on February 13th. Two-hundred nine lunches were served and 64 brown bag Cheese Corner lunches were delivered to staff at our off-campus clinics, pharmacies, Hospice House and assisted living facilities. Many positive comments and thank you notes were received.

SAVE the DATE

Taco Luncheon
June 22nd

Brat and Mum Sale
August 24th

Fall Membership Luncheon
September 11th
Bring a potential new member as
your guest!

Our Spring Craft show and Bake Sale was April 6th. The show, although



smaller than our December show, had some very profitable outcomes for a wide variety of

our vendors. We netted nearly \$1,000.00. Thanks Sarah Howard for your hard work. For those that may not be aware, Sarah had a baby girl, Reese, on April 22nd. Congrats Sarah and Dan—and we can't forget big brother, Mason.

The Western District Spring meeting was held April 11th in Lancaster. Four members attended- Julie Steiner, Diane Brown, Donna Nelson and myself.

Patsy Pippin of Boscobel was installed as our new District Chair.



Advocacy day was held April 19th in Madison at the Monona Terrace Convention Center. Attendees from



VMH pictured with Rep. Nerison were Kristi Wiltrout, Mary Koenig, Donna Nelson, myself, Kay Starr, Trudy Wallin, and Diane Brown. Amy Walter, a national editor, spoke on today's political landscape. She was followed by a panel discussion with Senator Scott Fitzgerald, Sen. Jennifer Schilling, Rep. Robin Voss and Rep. Peter Barca. Following lunch, Governor Walker spoke to over 1,000 hospital leaders and volunteers. In the afternoon we went to the Capitol and visited with Jennifer Schilling and Lee Nerison. Advocacy day for 2018 will be March 21st. I would like to encourage a greater attendance from the Friends of VMH. It is a very educational event.

Fireside Theatre Trip

Saturday, November 11th
"Miracle on 34th Street"

\$100.00 for bus transportation and show ticket

Call 637-4374

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Our annual Geranium sale took place May 12th. Many of the VMH and Clinic employees took advantage of our pre-sale order. Plants and baskets came from Hardy Greenhouse this year. We wish to thank everyone for their purchases and for making the geranium sale a successful event. Thanks also to the volunteers who helped.



Pat Oldenburg, Barb Solverson, Karen Allness, Alice Sloane, & Donna Nelson were among the volunteers helping at the sale.

We wish to thank Amy and Lloyd Hardy for all their work in supplying the Friends with the lovely geraniums and floral baskets. They will also supply the mums for our mum sale this fall.

The Taco salad luncheon will be held June 22nd from 11 to 1 in the VMH community rooms. Chairpersons for this event are Pat Oldenberg and Ruth McClurg. Pre-orders will be available with delivery. Looking forward to many of you volunteering or participating with this luncheon.

The Brat luncheon with Mum Pre-order is scheduled for August 24th. The Mum sale and delivery of pre-orders, will be at a later date in September.

2017 Healthcare scholarship applications are posted on the VMH website. If you have children or grandchildren going to technical college or a university for a healthcare education tell them to visit www.vmh.org and consider applying for funding. Completed applications and references are due July 1st.

Recently Shelley Dobbe, our Gift Shop co-manager with Nancy Welch, presented us with a \$17,000.00 check, a portion of the profits from gift shop sales this



Phyllis Malin with Shelley Dobbe

past year.

I wish to THANK everyone who gave so much time and effort to this organization. You are very much appreciated. Thank You again. Looking forward to a beautiful and fun summer, may yours be the same.

*Phyllis Malin ,
Friends of VMH
President*

Volunteer Report

Thank you to all Volunteers and Friends who have helped with many, many projects and events lately. We couldn't do it without you!

The Blood Center of Wisconsin will be here June 23, August 25, and October 20. Shifts are 10 to Noon or Noon to 2:00. You would be helping with the snacks for the donors. If you are interested please call at least one week in advance at 637-4327 or email me at jgilbertson@vmh.org.

Here's something to remember:
Power of Positivity
Life is Short
Take the Trip
Buy the Shoes
Eat the Cake
Have a GREAT summer!

*Judy Gilbertson
Volunteer Coordinator*



Development News

Donna Nelson
Development Coordinator

Happy Spring! With all of the rain and delays this spring it is easy to be discouraged, but it is so beautiful and green! I want to take time to say thank you for all of the ways the VMH Friends work to assist VMH with your financial contributions, scholarships, and fundraisers. You are a truly remarkable group and so key to our success.

The VMH Foundation has been working on reviewing our goals and ways that we can assist VMH. We had a visit in January from Norbert Calnin, the Executive Director of the Foundation at Richland Center Hospital. Since his visit we have spent time setting goals for this year to increase knowledge and visibility of who and what we are. We did launch a media presentation of all donors in 2016 and have it running on a monitor in the hospital lobby and on Vernon Communications channel 11.

The VMH Foundation has 2 new board members replacing Deb Mashak –Hundt and Ryan Callan. Our new members are Chris Rozeske, Royal Bank-Viroqua and Julie Steiner-VMH Friends.

The projects that the Foundation has supported financially include the Farm & Home Safety Day Camp May 3rd. This was open to area 4th graders and teaches many useful tips for farm and home safety.

The VMH Friends agreed to purchase bags for all new moms delivering in our OB department. We were able to add to the bags with a “New Arrival Welcome Package” including homemade flannel nursing pillows



and bears made by our own Pat Oldenburg, Ruth McClurg and Brenda Adams. We started the packages with Mother’s Day baby delivery and also gave the new mom a beautiful hanging basket. According to OB Supervisor, Mary Jane Harnish, RN and the OB staff, the moms receiving the baskets are “ecstatic and gushing” over how adorable they are. The baskets also include a VMH Swaddle and quilted or crocheted blanket. Please consider sewing or crocheting blankets for the packages. VMH averages 150 births each year. (See photo above)

VMH Wellness hosted the 22nd Annual Syttende Mai Run/Walk May 20th in Westby. There were 100 participants despite the cool, rainy weather. Thanks to Friends members DJ and Diane Brown for helping out.

Our Geranium Sale was a huge success. The flowers were gorgeous. We sold 589 geraniums, 25 flower 4-packs or vines, 23 ten inch baskets and 19 twelve inch baskets, for a total

of 656 flowers. We sold 494 geraniums presale.

New hours for the Gift Shop began May 1st. We’ve expanded Monday thru Friday hours from 9am to 5pm. We are also open Saturdays from 10-2. We’ve received positive comments from staff and visitors.

The Friends have been giving out 20% off coupons to staff in recognition of their department celebrations. We are hopeful this small thankyou will increase awareness of the gift shop and the service it provides VMH.

The Gift Shop will also be adding a credit card swipe system to assist with customer purchases. Many sales are missed because we lack this payment system. Volunteers will be trained individually and support will be available.

VMH has re-started publishing an employee newsletter, called “Vernon Vitals.” The Friends and Foundation have monthly articles in the newsletter to keep staff informed .

Volunteer Management Software Implemented

Volunteer Services has begun implementation of a web-based tracking system for recording and scheduling volunteer hours.

The "blue cards" have been eliminated and replaced with time sheets that are tallied and tracked daily.

VMH is working on a strategic goal to increase volunteer hours by 5% this year. In order to help accomplish this, the need for a better tracking system was identified. An initial study found that volunteer hours were previously tabulated

annually and many times hours were not recorded.

Volunteer hours tracked so far this year compared to last year are:

2017 Jan-397.50
2017 Feb- 459.25
2017 March-580.25
2017 April -493
Total = 1930 hours

2016 Jan-445
2016 Feb-389.75
2016 March-419.50
2016 April-413.25
Total = 1667.50

Public Policy Education

Trudy Wallin, PPE Chair

On April 19th six representatives from VMH attended Advocacy Day in Madison, joining a group of over 1,000 advocates for Wisconsin hospitals.

After a morning of informative speakers and state legislators discussing current healthcare issues, our group visited with Assemblyman, Lee Nerison and Senator, Jennifer Schilling. The three assigned issues for discussion this year were: the importance of local hospitals within our communities, including but not limited to the economic impact; the surplus in the Medicaid reimbursement

fund and asking lawmakers to consider returning some of these funds to hospitals; and workforce issues that face our local hospitals.

This was a great opportunity to network and receive updates on those issues that affect our hospital. We were also fortunate that both of our lawmakers were available for strong discussions on these issues.

Community Health Education



Police Chief Daron Jefson

I want to thank those who attended the May Friends of VMH meeting to hear Viroqua Police Chief Daron Jefson and Police Officer Jeff Raasch give a presentation about "Drugs in Our Community." This presentation fits with our 2017 state CHE project, "Drugs End Dreams". Both Jefson and Raasch assured us all that we live in a very safe community but drug abuse and narcotics often lead to other crimes. They also made us more aware of how expired, unwanted or unused medicines can be discarded in our community.

*Judy Gilbertson
CHE Chair*

