

*PARTNERS OF WHA is committed to advocating for the health of our communities and advancing the success of local health care volunteer organizations, through the coordination and provision of volunteer education, development resources, and leadership opportunities for health care volunteers and their organizations.*

### A Message from the Partners of WHA President

## Drive to Success



Mark Schaefer

The Partners of WHA Spring Tour group is zigzagging around our great state. Sue Lynch, Bonnie Olson, Diane Westbrook, Sheree, and I have enjoyed each of our district visits and want to thank our host organizations, district leadership, and you. From presentations to breakout sessions to individual conversations, we gained a wealth of information. The next edition of *Reaching Out* will include the ideas you provided in the spring district meeting breakout sessions regarding the Resource Center, communications, and our annual convention. The Partners Board and committees have been meeting, starting with a Leadership Conference in February and continuing with meetings at the end of March. We also traveled to Washington DC to attend the American Hospital Association annual meeting. Thank you to the Wisconsin Hospital Association for underwriting this trip, as the results are far reaching in regard to the "health" of our health care organizations. We met volunteer leaders from throughout the USA, spoke with hospital CEOs and advocates, and met our elected U.S. Senators and Congressman. They all were so interested in the service that all of you bring to community health care. It was such a privilege to represent our organization that represents 12,000 Wisconsin volunteers.

Please continue to use the Partners web site, [partnersofwha.org](http://partnersofwha.org). Not only does this site provide the Partners Resource Guide that we discussed and had breakout sessions on during spring tour, but also information on different aspects of the organization, answers to questions, and even all of the forms you will need. When you have information to pass on to other volunteer organizations, this is an ideal site to contribute to.

The Partners Annual Convention is coming October 16-18. Pat Freeders, 2012 convention chairperson, and her excellent leadership team are preparing an outstanding event this year at the Madison Marriott. Bring a volunteer that has never attended. We heard many ideas during spring tour on how to allow more volunteers to attend the convention, including fundraising, "scholarships," and hospital financial assistance. Those ideas will be included in the next issue of *Reaching Out*. God Bless!

Mark D. Schaefer, President  
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### A Message from the President-Elect

## Spring Meetings Are Eventful



Sue Lynch

I just completed the first week of spring tour with the North Central and Lake Michigan districts. What a thrill to hear all the successes in these two districts and I look forward to our continued journey visiting the other six districts from now until the middle of May. As promised, I distributed a handout on suggested ideas for membership growth, How to Develop a Public Relations Portfolio, and Fundraising ideas. I hope you all find it useful for your local Partner groups.

The Partners of WHA held their Spring Board meeting in March. What a productive meeting we had sharing ideas and planning for the remainder of 2012. The Finance Committee reported we are in great financial shape, Strategic Planning did an outstanding job addressing issues which were discussed at our convention in 2011, I conducted a new board member orientation workshop, and hosted the district chairpersons meeting where we talked about several items the district chairs wanted to address. I highlighted for them the importance of communication with all our members and at all levels. This can be done through our newsletters and also the use of email and conference calls. Communication is key to the success of any volunteer organization. Our members want to be

...continued on page 2

***A Message from the President-Elect  
...continued from page 1***

informed and also want the opportunity to voice their opinions and concerns. Know I am very aware of this issue and will help to enhance our communication at the state level, too. We also talked about a possible workshop on Leadership and Mentoring New Leaders for the future of our organization at both the local and state levels. Great idea! I will continue to monitor this important topic during my term as President if elected in October at our convention in Madison.

The Convention Committee continues to work hard in preparing the packets for registration. Pat Freeders and her team deserve KUDOS for all they are doing to make the 2012 convention a success.

Have a great summer and we will see all of you in Madison!

*Sue Lynch, President-Elect  
608-792-5131  
Email: kells52@aol.com*

## Save the Date: October 16 - 18

The Southern and Lake Winnebago Districts have been hard at work planning the 2012 Partners of Wisconsin Hospital Association's Annual Convention which will be held October 16-18 at the Madison Marriott West on John Q Hammons Drive in Middleton.

The convention will open Tuesday at 1 PM with a keynote speaker, yet to be announced. That evening the WAVE winners will be recognized and we will have the opportunity to learn what exciting things our Partners groups have been doing. For entertainment, groups will be asked to perform their favorite Eagles tune.

Wednesday will open with the Business Meeting followed by the CEO Panel. You told us in your evaluations this is one of your favorite parts of the convention. At lunch we will honor the Best of the Best winner along with our Honor Point winners. That evening we will install our new officers.

This year's convention will provide attendees the opportunity to attend two workshops: one on Tuesday and one on Wednesday.

Our closing speaker will be Patricia Lorenz, who is the author of 11 books, the largest contributor to the "Chicken Soup for the Soul" books. Her topic will be "Humor for the Health of It."

Our raffle will provide some great items to win including theme baskets from each district that will feature items made in their district.

Mark your calendar and come "Soar With an Eagle" while renewing your spirit and rekindling old friendships.

*Pat Freeders, 2012 Convention Chair  
jfreeders@charter.net*

## WAVE Award Applications Due by June 22, 2012

The Wisconsin Award for Volunteer Excellence (WAVE Award) applications should have been received by your local president. Please review the application and consider submitting in one of the following categories:

1. Community Service
2. In-Service Hospital Volunteer Programs
3. Fundraising Programs
4. Community Outreach and/or Collaboration

A copy of the application can also be downloaded at [www.partnersofwha.org](http://www.partnersofwha.org).

Submissions must be postmarked on or before June 22, 2012. Winners will be contacted at the end of August and the awards will be presented at the Partners of WHA Annual Convention in Madison this October.

If you have any questions or concerns, please contact me. Good luck and remember, a submitted application counts for Honor Points!

*Sheree Schaefer, 2012 WAVE Chair  
715-551-2832  
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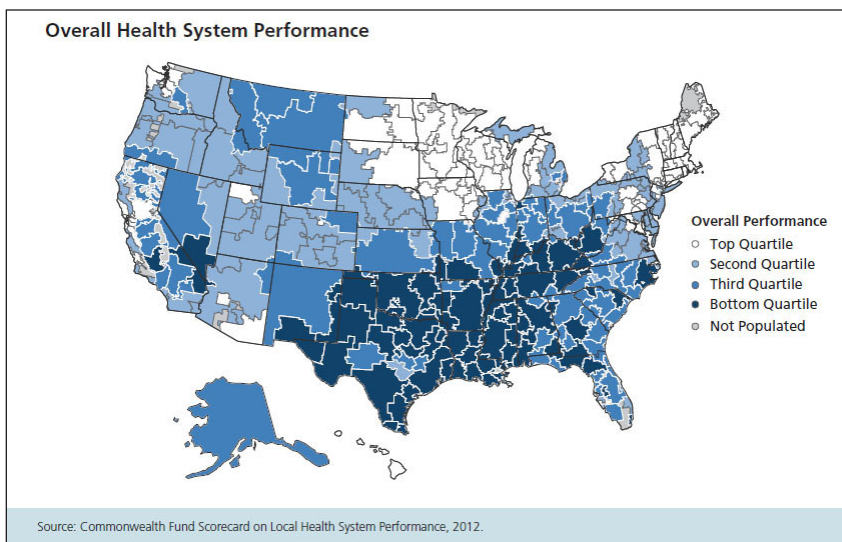
## The Images of Mother

- 4 YEARS OF AGE – My mommy can do anything!
- 8 YEARS OF AGE – My mommy knows a lot! A whole lot!
- 12 YEARS OF AGE – My mother doesn't really know quite everything.
- 14 YEARS OF AGE – Naturally, mother doesn't know that, either.
- 16 YEARS OF AGE – Mother? She's hopelessly old-fashioned.
- 18 YEARS OF AGE – That old woman? She's way out of date!
- 25 YEARS OF AGE – Well, she might know a little bit about it.
- 35 YEARS OF AGE – Before we decide, let's get mom's opinion.
- 45 YEARS OF AGE – Wonder what mom would have thought about it.
- 65 YEARS OF AGE – Wish I could talk it over with mom.



# WHA President's Report

## Upper Midwest Shines in First Ever National Report Card



Appleton, Neenah, Green Bay, La Crosse, and Madison all rank in the Top 10% of Local Areas. All Wisconsin communities fall within the upper 25% quartile.

There are numerous reasons that Wisconsin stands out, not the least being high rates of employer-based insurance coverage. Additionally, the state's strong commitment to performance measurement, transparency, and improvement undoubtedly helps drive these rankings.

Here's a suggestion that this latest confirmation that we are "pretty good" leads us to recommit to advancing our already high status to the next level. And there's plenty of work to be done in several areas, including working with local employers to tame private sector health spending.

But the overall takeaway here is that "where you live matters" as it relates to health care, and the upper Midwest is a good place to live.

*Steve Brenton, President,  
Wisconsin Hospital Association*

Wisconsin, Iowa, and Minnesota received top grades in a first-ever **Scorecard on Local Health System Performance**, an undertaking of the Commonwealth Fund, a health policy focused foundation based in New York City.

The report (<http://www.commonwealthfund.org/Publications/Fund-Reports/2012/Mar/Local-Scorecard.aspx>) contains a significant amount of information that links a variety of performance measures to local communities.

The Scorecard focuses on four broad areas: access, quality, costs, and patient outcomes. Wisconsin communities rank high.

### High performance

Wisconsin ranked high in a report measuring the overall performance of a community's health care system, using such measures as access, cost, quality and outcomes.

Overall U.S. rank →

2011 rank among Upper Midwest states for local health system performance in the categories shown below

1ST QUARTILE (TOP 25%)  
2ND QUARTILE  
3RD QUARTILE  
4TH QUARTILE (BOTTOM 25%)

	WI	MN	IA	IL	IN	MI
Affordability and Access	■	■	■	■	■	■
Choice of setting and provider	■	■	■	■	■	■
Quality of life and care	■	■	■	■	■	■
Support for family caregivers	■	■	■	■	■	■

Source: Commonwealth Fund Scorecard on Local Health System Performance, 2012

Journal Sentinel

## Arthritis May Require Exercise

Gentle exercise can help arthritis and stiffness even while watching TV or doing paperwork. One can adjust positions frequently, tilt your head from side to side, change the position of your hands, and stretch and bend your legs. Also, remember to pace yourself by taking breaks in activities so you don't overuse a joint and cause more pain.

Exercise will strengthen muscles around your joints, maintain bone strength, "up" your energy level, help you sleep better, control your weight, and make you feel better.

If you think exercise will aggravate your joint pain and stiffness, it will not, because it is actually keeping your muscles and surrounding tissue strong to maintain support for your bones.

*Information provided by Mayo Clinic*



## Best of the Best Award Applications Due Soon

I am confident that each of you has a hospital or medical center administrator who you feel is worthy of consideration for the 2012 Best of the Best Administrator Award. Now is your opportunity to acknowledge that individual for his/her strong support of your volunteer group.

Nomination forms for the "Best of the Best Award" were recently mailed to the presidents of each local volunteer organization. Forms are also available for downloading at: [www.partnersofwha.org](http://www.partnersofwha.org).

This award is to honor those individuals in hospitals and medical centers who demonstrate a cooperative, supportive, enthusiastic, and well-defined relationship with their volunteer organization. If you have nominated your administrator on previous occasions and have not won, we encourage you to add new and relevant information to the form and resubmit it. (Often organizations submit their administrator multiple times before winning.)

Before completing the nomination form, carefully review and follow the directions listed on the form. Pay special attention to:

**DO NOT IDENTIFY** your nominee by the following when answering the questions:

**NAME** – First, Last, or Both

**HOSPITAL/SYSTEM/ORGANIZATION** name

**GENDER** (he/she, him/her) – use something like "our administrator" instead

Nominations submitted that do not follow the rules will be eliminated from the process. The winning organization will be notified by the end of August. The award will be presented in October at the Partners Convention in Madison.

Forms must be postmarked on or before **JUNE 22, 2012** and should be mailed to me. If you have any questions, please do not hesitate to contact me.

I look forward to reading about your nominees and how he/she supports your organization.

*Jan M. Molaska, 2012 Best of the Best Chair  
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715-359-9303 or 715-581-9304  
jmolaska@gmail.com*

## Strategic Planning Met in March

The Strategic Planning Committee for Partners of WHA, Inc. met Tuesday, March 20, 2012. Committee members in attendance included Mark Schaefer, Partners President; Dorothy Revnew, Partners Secretary; Ralph Spindler, Partners Treasurer; Diane Westbrook, State PPE Chair; Susan Stariha, Strategic Planning Chair; Jean Henniff, Member; and Jenny Boese and Jennifer Frank, WHA staff.

In reviewing progress from last year's goals, a welcome improvement in the completion and timeliness of reports submitted by district chairs was seen by both the state CHE and PPE chairs. Completion of reports is very important to improving communication.

In looking at progress for advocacy, the total number of volunteers at Advocacy Day in 2011 was 757. To meet our goal in 2012, we just need 25 additional volunteers to attend. Advocacy Day is a great opportunity to speak with your legislators and to show your support of Wisconsin hospitals.

HEAT has also seen an increase in membership. When you receive those HEAT Action Alerts, please respond as soon as possible. Being a member of HEAT is a great opportunity to keep abreast of what's happening on the legislative front but your response is needed to those alerts.

In reviewing Recruitment and Retention, it remains important for local presidents and district chairs to be in regular communication with each other. If local members are questioning the importance of continued membership with Partners of WHA, a local president should call their district chair and/or a member of the state Board. Questions and concerns about membership can be addressed by state Board members. Also, if you know a hospital volunteer organization in your area that would like to belong to Partners, please feel free to forward contact information to Mark Schaefer or Sue Lynch.

Leadership development will continue to be offered during Convention sessions. Leadership development continues to be a major part of the district chair orientation. We also discussed some changes to the Leadership Handbook. Those changes will include 10.1.13 Article XIII and the state CHE job description.

Convention Planning: Although attendance was down last year, we look forward to an increase in attendance this year. Your concerns about last year's facility have been heard. Convention this year will be in Madison. Watch for registration materials.

It has been a great pleasure to serve as your Strategic Planning Chair and to work with Mark, Sue, Dorothy, Ralph, Diane, Bonnie, Jenny, and Jennifer over the past two years. Hope to see you all in Madison!

*Sue Stariha, Strategic Planning Chair  
starsue\_99@yahoo.com*

## Community Health Education Report

Again, thank you for the diabetes programs you have had at your local and district levels. Diabetes is everybody's problem. Too often people ignore the warning signs, disregard their doctor's advice, skip tests that could detect problems early, and fail to exercise and eat healthy.

### **NO EXCUSES!**

Change your life with exercise. Manage diabetes, trim your waist, and feel happier without a prescription. Exercise targets three areas of a diabetes management program: your weight, your belly, and your blood sugar. When the temperature's a pleasant 70 degrees, the humidity's a perfect 40 percent, and the sun's shining, it's time to get out for a few minutes. Pull out the tennis racquet, golf clubs, or baseball bat and practice your strokes for a few minutes. Bicycle or go for a walk. Keep increasing your time each day. A website worth checking out is <http://walk.walgreens.com>. It will help you keep track of the steps or miles.

Change your life with eating for your health. To help balance your blood sugar and shed pounds, follow these rules:

#1. Feast off the fat-fighting four, which includes foods with calcium, vitamin D, omega-3s, and fiber in your daily menu. These nutritional superstars work together to balance your blood sugar, boost your energy, and help you lose weight.

#2. Eat every three hours. Why? Eating at regular intervals keeps blood sugar on an even keel, which helps tame hunger, prevent overeating, and maintain high energy levels. Eat three meals plus two snacks every day.

#3. Don't count calories, but do control portion sizes. At home, use a food scale and measuring cups to weigh and measure meals. At restaurants, ask for a to-go-home box when you order your meal then wrap up half the food to take home before you dig in.

Thank you for a wonderful Spring Tour. The traveling team benefits so much from all your programs and learn so much about each Partners or auxiliary organization in your district.

Blessings for a great summer!

Bonnie R. Olson, CHE Chair  
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715-834-1320 (home) 715-379-6797 (cell)  
Email: [bhatlady@gmail.com](mailto:bhatlady@gmail.com)



Bonnie Olson

## Public Policy Education Report

By the time this issue of *Reaching Out* reaches your "in-box" or mailbox, Spring Tour will be nearly over. It was a great Spring Tour, as always, and we loved being with you! Advocacy Day will have ended, as well. I hope that you were there as it promised to be an outstanding day in every way. I will report on Advocacy Day in the next issue of *Reaching Out*.



Diane Westbrook

### **Public Policy Summary Report for 2011**

Number of Local PPE Chairs reporting – 57

Number of Hospital DVS' reporting – 1

Number of others reporting – 4

Number of local Organizations reporting – 61

Number of local Organizations not reporting – 12

Number of Administrators meeting regularly with:

Local Board – 40

General Membership – 41

Number of PPE chairs who communicate regarding Public Policy with:

Local Board – 46

General Membership – 49

Administration – 32

Local PPE Chairs who read the WHA *Valued Voice* – 57 and pass it on - 49

Number of total contacts made with Legislators

(State and Federal) - 1,859

Phone – 507, Hot Line – 26, Letter – 96,

In Person – 221, Postcard – 19, Email – 895

50 plus issues were discussed, called or written about in 2011: State and Federal Budgets and their effect on Medicare and Medicaid, Growing Physician Shortage, cuts to Medicare and Medicaid, "Conceal and Carry" bill, Health Care Reform, Critical Access Hospital issue, and the Federal Deficit Reduction among others.

*Note: The Conceal and Carry bill was passed last November.*

The Supreme Court is still hearing arguments on the Health Care Reform. In spite of this, Health Care Reform will move forward and it will have an economic impact on our communities and state.

YOU play a key role as an advocate for the health care facilities in your community and it shows in the End of Year Report! I urge you to not only become

...continued on page 6

## Around the State

### Sacred Heart Hospital Volunteer Partners, Eau Claire:

The Purses for Nurses (Everyone) Sale is the second one that was scheduled with much popularity. Not only are there purses, but key finders, purse hangers, and scarves are also for sale. "Surprise" items may be offered by Ecuador, Cambodia residents too!

### Aurora Lakeland Medical Center Associates, Lakeland:

Dorothy McDonough has retired as a volunteer of over 32 years with 11,000 volunteer hours. At 95 years of age, she was still pushing wheelchairs!

### Tomah Memorial Hospital Auxiliary, Tomah:

Have other gift shops sold Packers playing cards? Tomah has and it's a big hit. These cards feature the 52 greatest players in Packers history.

### Auxiliary of Riverside Medical Center, Waupaca:

A Christmas Bazaar was held and a successful \$5,301.88 was made. All unsold items along with excess supplies will be sold at a garage sale June 9 at 8 AM at the old Riverside school building on Park Avenue. If you are in the area, please attend!

### Public Policy Education Report...continued from page 5

active in local and state politics, but at the federal level as well. I urge you to become informed on the candidates and how they stand on the issues that will affect not only our hospitals but our communities, as well. For information on all federal elections, go to [www.house.gov](http://www.house.gov) and for the state of Wisconsin election information, go to [www.wisgov.state.wi.us](http://www.wisgov.state.wi.us).

I have been asked to provide websites that may help our Partners volunteers stay informed. Here are a few:

1. [www.kff.org](http://www.kff.org) – The Kaiser Family Foundation
2. [www.Politico.com](http://www.Politico.com) – This is an online publication from Jim Vandehei who was a keynote speaker at Advocacy Day and is a Wisconsin native.
3. [www.legis.wisconsin.gov](http://www.legis.wisconsin.gov) – Find your legislators, email them and ask them to send updates to you when they are available. I receive emails and regular mail from mine.
4. [www.thehill.com](http://www.thehill.com)
5. [www.wha.org](http://www.wha.org) – Seek *The Valued Voice*.

I also read the book: "The One-Hour Activist" by Christopher Kush, a former two-time speaker at Advocacy Day – a very interesting read!

Webster's Dictionary defines an advocate as a person who pleads another's cause or who speaks or writes in support of something. A good Advocate is a person who takes positive action to support a cause that results in positive change. Lead by example for the others in your local groups and districts. Encourage them to be good advocates, as well.

"You Make the World a Better Place"!!

Diane Westbrook, PPEChair  
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*Many people will walk in and out of your life, but  
only friends will leave footprints in your heart.*

– Eleanor Roosevelt

## Reaching Out Deadlines

Issue	Deadline
August 2012	Sun., July 15, 2012
November 2012	Mon., October 19, 2012
February 2013	Tues., January 15, 2013
May 2013	Mon., April 15, 2013

Partners *Reaching Out* is published four times a year by Partners of Wisconsin Hospital Association, Inc. Visit the Partners Web site at [www.partnersofwha.org](http://www.partnersofwha.org). Direct questions or comments to:

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