

*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.*

## “Kick Up Your Heels for Volunteers”



The “Wild, Wild Western District” is having a blast preparing a fun, entertaining Convention for you, October 4 - 6, 2016 at the Radisson Paper Valley Hotel in Appleton, WI.

Thanks to Black River Falls, Kim Hodous, “The Kitchen Table CEO,” will be the opening session speaker on Tuesday. She will have you laughing out loud as you learn from her experiences. And look forward to a special western performance after Tuesday night’s dinner. Closing out the convention on Thursday, enjoy Dr. Todd Mahr, a La Crosse allergist with a great sense of humor. Of course, we have scheduled a wide variety of sessions, workshops, speakers, and panels throughout the three-day meeting to highlight the great work you all do.

2016 is galloping by. Please join us. Get out your cowboy gear—boots, hats, and denim jeans/skirts and “Kick Up Your Heels for Volunteers” with the Western District and Partners of WHA.

Rose Raska, Convention Chair  
Email: [ra-raska@usa.net](mailto:ra-raska@usa.net)

## Statistics for 2015

In 2015, Partners of WHA volunteered 1,379,653.44 hours at their respective hospitals. Volunteers’ hours in the state of Wisconsin has a value of \$23.45 for a volunteer hour, which equates to a \$32,352,873.17 savings to the hospitals in which we volunteer.

Districts Reporting	7
Partners of WHA Member Organizations	69
Partners of WHA Member Organizations Reporting	66
Number of Members in State Organization	10,403
Total Hours Reported	1,379,653
Total Fundraising Projects	498
Total Money Given from Fund Raising	\$2,298,969
Number of Scholarships Awarded	466
Total Money Given in Scholarships	\$482,400
Number of Contacts with Legislators	1,782
Number of Public Policy Projects/Programs	91
Number of Health Education Articles in Newsletters	403
Number of Health Education Projects/Programs	277
Members Who Serve on Hospital Public Policy Committees	Yes: 6 No: 60
Lakes District Members	1,757
North Central District Members	1,634
Northwestern District Members	1,000
Southern District Members	2,563
Southeastern District Members	1,062
West Central District Members	1,234
Western District Members	1,153
<b>TOTAL</b>	<b>10,403</b>

Bonnie R. Olson  
Partners of WHA President

*A Message from the Partners of WHA President*

## Volunteers Spring Into Action



*Bonnie Olson*

Spring Tour—attending all seven district meetings and meeting with the district chairs, officers and YOU! YOU are the most wonderful, thoughtful, people in the state of Wisconsin. Volunteers are the heart and soul of their hospitals. YOU make a difference in the lives of our families, friends, neighbors, hospital staff, physicians, and administration. **YOU** make my job easier!

I would like you to accept a challenge. Please ask a friend to volunteer with you. If you secure **one** volunteer and several of your friends get a volunteer to join also, it can make a significant difference in the number of new volunteers in your organization. Partners of WHA in 2015 gained **358 new volunteers**. The grand total is now **10,403**.

I had the honor of installing six new district chairs: Lakes, Sue Leibham; North Central, Sheree Schaefer; Northwestern, Ginny Bosse; Southeastern, Cynthia Finger; Southern, Nancy Steinback; and West Central, Jackie Hillman. I also installed district chair-elects, secretaries, and treasurers. You can find all of their information and so much more on the Partners of WHA website, which is [partnersofwha.org](http://partnersofwha.org).

Mary Licht covered the new bylaw changes on Spring Tour that will be voted on at the convention. The bylaw changes will be published in the *Reaching Out* newsletter before convention. If you have any questions, please contact Mary Licht or me.

Western District Convention Chair Rose Raska and her wild Western District volunteers are planning a great convention. I am so excited that Partners has secured the keynote speaker, Kim Hodous, The Kitchen Table CEO. Kim's keynote is titled "How to Kick Up Your Heels and Live Life to the Fullest." Kim is also doing an afternoon breakout session titled "Communication is More Than Words: It's Not What You Say, It's What They Hear." Our closing speaker is Dr. Todd Mahr of Gunderson Health System, La Crosse, who is an allergist. He is a delightful speaker who injects humor into his presentation. Please join us October 4-6, 2016 at the Radisson Paper Valley Hotel in Appleton for a fun-filled, educational event. Look for the convention program early this summer and send in your registration promptly.

God Bless all of you for all you do for your hospitals and Partners of WHA.

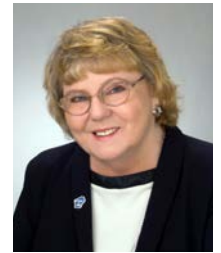
*"When you learn, teach. When you get, give." Maya Angelou*

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*A Message from the President-Elect*

## Another Rewarding Advocacy Day

"My fellow constituents," yes, it is a presidential election year. It was an exciting race in the primary—now on to the vote in November. I know many of our members "work" the polls as volunteers to facilitate voting. Well, we are volunteers and that is what we do. Sounds like what we used to call a "busman's holiday"—you take a day off from hospital volunteering to volunteer at the polls; a job well done to all who helped.



*Mary Licht*

Many of us participated in Advocacy Day March 30. If you have never gone to Advocacy Day, I would highly recommend trying it next year. It is our opportunity to help our hospitals by advocating for positive hospital legislation. It is a nonpartisan event; we don't side with any political party, but we work on the bills that are being presented to our state senators and representatives and urge them to vote in favor of our hospitals. Last year, two of the bills before our Legislature were passed in favor of our hospitals, due in no small part to our help advocating along with the hospital employees who also attended.

The day starts with a continental breakfast. There is then a featured speaker, followed by a panel of four state legislators who are asked to comment on questions, submitted by attending members prior to the meeting. This panel is moderated by WHA President/CEO Eric Borgerding. After the panel discussion there is a lunch, during which there is a speaker. After lunch we go on "the hill" visits with our senators and representatives to talk to them personally in small groups. The entire day is free of charge to us—panel, speakers, lunch, visit appointments—WHA also provides a shuttle bus to take us from the convention center to the Capitol and back.

Last year, we had 1,045 volunteers and hospital employees attend. I don't have the exact number yet, but I am told we have passed that number for attendees this year. For more pictures and information go to our website, [partnersofwha.org](http://partnersofwha.org). I look forward to seeing you at Advocacy Day next year - April 19, 2017.

*Mary Licht, President-Elect  
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## WHA Advocacy Day a Success!

Some 1,000 hospital advocates attended Wisconsin Hospital Association's premier advocacy event, 2016 Advocacy Day, in Madison, March 30. The annual powerhouse event showcases more and more every year that hospitals, health systems, and their advocates are passionate about being engaged on priority issues. Over 550 of those attendees then took what they learned and went to the state Capitol for meetings with their legislators.

Rick Pollack, American Hospital Association President/CEO, provided the morning keynote, with Governor Scott Walker keynoting the day's luncheon. In addition to Walker's remarks, he signed the bipartisan Health Care Data Modernization Act into law in front of the crowd of 1,000.

Attendees heard from an excellent, bipartisan legislative panel of Sen. Leah Vukmir (R-Brookfield), Sen. Jon Erpenbach (D-Middleton), Rep. Jim Steineke (R-Kaukauna), and Rep. Peter Barca (D-Kenosha).

WHA presented Hospital Sisters Health System with the 2016 Advocacy All-Star award for their grassroots commitment. Rep. Deb Kolste received the Health Care Advocate award in recognition of her collaborative efforts with hospitals and health care systems on key WHA priority issues.

You won't want to miss reading about and seeing all the photos of WHA Advocacy Day at the following links:

- Take a look at WHA's full Advocacy Day coverage at [www.wha.org](http://www.wha.org) and [http://www.wha.org/pubArchive/valued\\_voice/WHA-Newsletter-4-1-2016.pdf](http://www.wha.org/pubArchive/valued_voice/WHA-Newsletter-4-1-2016.pdf) and [http://www.wha.org/pubArchive/special\\_reports/2016AdvocacyDayReview.pdf](http://www.wha.org/pubArchive/special_reports/2016AdvocacyDayReview.pdf)
- Look at our Advocacy Day photo album (close to 100 photos) on WHA's Facebook page at: <https://www.facebook.com/pages/Wisconsin-Hospital-Association/172480133665>
- Watch the advocacy video shown at Advocacy Day at: <https://youtu.be/bjYHxlmMg8w>

**WHA appreciates the volunteers who made the commitment to attend Advocacy Day and go on important legislative visits that afternoon.**

**Mark your calendars for 2017 Advocacy Day set for April 19, 2017.**

*Jenny Boese, WHA Vice President, Federal Affairs & Advocacy*



*Left: HSHS Presidents & CEOs Therese Pandl (Western WI Division) and Julie Manas (Eastern WI Division) accepting WHA's Advocacy All-Star Award from WHA's Jenny Boese. Right: St. Mary's Hospital Janesville President Kerry Swanson presents Rep. Deb Kolste with WHA's legislator of the year award.*

*Photos above, from top to bottom:*

*WHA leadership and Governor Walker, Advocacy Day's luncheon keynote.*

*Governor Walker signs WHA-backed legislation, Health Care Data Modernization Act, into law during Advocacy Day.*

*AHA President & CEO Rick Pollack, Advocacy Day morning keynote.*

*Bottom Photo (L to R): WHA President/CEO Eric Borgerding, Sen. Leah Vukmir, Sen. Jon Erpenbach, Rep. Jim Steineke, Rep. Peter Barca.*

## Help Wanted for the Website and Facebook Page

The Partners of WHA website, [www.partnersofwha.org](http://www.partnersofwha.org), is the source of all information about Partners of WHA. It is YOUR website! Almost all information that is forwarded to the webmaster gets posted in one way or another on the website or the Facebook page.

It is most helpful if you can submit your information in a ready-to-publish state, article fully written and electronic, or picture with fully written caption including the correctly spelled names and titles of the individuals pictured. You are the one who knows the details.

Also, let us know what information you find valuable. If there is information that would help you, let me know. I will do my best to be sure that it is available when and where you need it.

The most difficult part of the website to maintain is the Local Members Officer lists. Each organization changes officers at a different time. There is a new form available in the Leadership Handbook page to file a Change of Information. Please do so PROMPTLY! We rely on that information to mail award nomination forms, *Reaching Out*, and Convention registration information. Please forward the Change of Information form to your district chair, the president, and the webmaster. If you notice errors on the lists, please forward corrections to those same people. We will work to get the lists updated.

THANK YOU for all you do to help all of us communicate all of the great things you are doing to keep your community healthy.

*Peg Larson, Webmaster*  
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## June 10 Best of the Best Deadline

The Best of the Best Administrative Award is sponsored by Partners of WHA. The award honors one top-tier, on-site administrator of a Wisconsin hospital who demonstrates a cooperative, supportive, enthusiastic, and well-defined relationship with his or her volunteer organization.

We have made some changes to the nomination form this year. You are still required to protect the identity of the nominee by not stating the name of the nominee or the hospital / system / organization name or city; however, it is now acceptable to refer to the nominee as he or she. The applications must be typed in 12 point font and each response is limited to a 400 word maximum. Also, new this year is that all completed applications are to be returned directly to the WHA office in Madison. Please refer to the application form for complete criteria and eligibility requirements.

The Best of the Best Committee will evaluate each nomination and make a decision based upon the information provided in the application. Even if you have submitted an application in the past and your nominee was not chosen for the Award, we encourage you to resubmit this year.

All Best of the Best Administrative Award nomination forms are due June 10, 2016. Nomination forms were mailed to all Partners organizations at the end of March. You may access additional forms on the Partners website at [www.PartnersofWHA.org](http://www.PartnersofWHA.org). Organizations submitting a nomination will receive two (2) honor points toward their 2016 Honor Points Award.

*Barb Jamerson, Chair of the 2016 Best of the Best*  
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## HEAT is Neat



HEAT is neat, don't you think?  
HEAT helps Partners help our hospitals stay strong.

HEAT is neat, don't you think?  
HEAT keeps Partners in the know so we have the info to help our hospitals grow.

HEAT is neat, don't you think?  
HEAT teaches us the who, the what, and the when to advocate for Public Policy to reach the goal.

HEAT is neat, don't you think?  
HEAT has a "meet and greet" so we become a WHA team designed to accomplish great feats.

HEAT is neat, it can't be beat!

*Cindy Hermel, PPE Chair*

# Partners of WHA Executives, District Chairs, and Committees

## EXECUTIVE COMMITTEE

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Jennifer Frank  
Jenny Boese

### WAVE Awards 2015

Sylvia Emerson<Chair  
*Committee Members:*  
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Liz Emmerich  
Pat Freeders  
Jennifer Frank  
Pat Freeders  
Jennifer Frank

## WAVE Applications

I am pleased to chair the 2016 Wisconsin Awards for Volunteer Excellence (WAVE) Committee. The WAVE program is an avenue for recognizing the many outstanding contributions made by our organized volunteer programs.

This year's committee members are: Jennifer Frank, WHA Liaison; Liz Emmerich, North Central District; Ginny Bosse, Northwestern District; and Pat Freeders, Southern District.

The four program categories remain the same—Community Service, In-service, Fundraising, and Community Outreach and/or collaboration. The definition of each category is clearly stated on the application. There are a few criteria changes that you should note. The program be “implemented for a minimum of two years” and supporting documentation is no longer accepted. Please read the directions carefully.

The applications have been mailed to hospital presidents. You may also access the form online and complete electronically. Please mail your final package to WHA, Attn: Partners of WHA WAVE Award by June 10, 2016. Winners will be notified in late August and awards will be presented at the Partners of WHA Annual Convention October 4, 2016.

We are confident that you will continue to submit examples of high-level programming. Please remember if you have not won in the past, you are eligible to update and resubmit your program. If you have questions or concerns, please feel free to contact me.

*Sylvia Emerson, Chair*  
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## Strategic Planning Report

The Strategic Planning Committee met in February to evaluate the progress we have made on our goals for 2015-2016. An updated report follows.

We are very excited about the upcoming educational teleconference May 3, 2016. I'm sure that by now you know that there have been many changes made on the application form for the WAVE and the Best of the Best Award. The WAVE Award aligns closer to the HAVE Award application, and some of the terminology has changed on the Best of the Best application. This teleconference will help you complete the application form correctly.

A big “thank you” to Peg Larson and Jennifer Frank for making this teleconference possible! Sylvia Emerson, WAVE chair, and Barb Jamerson, Best of the Best chair will be participating on this teleconference.

We will be having another educational teleconference in a couple of months. Subject to be determined.

Some of the other things we have worked on are:

1. Compiling a list of potential new leaders and mentors. A plan for training and mentoring potential leaders and mentors will be developed.
2. Increasing traffic on Partners Website. Before - 300, Now - as of May 11 we have 6,450.
3. The winning Wave Award/contact information will be published on the Partners website.
4. Increase legislative contacts by 10%. Cindy Hermel reported on the “Just One More” challenge to increase attendance of partners at Advocacy Day; HEAT membership and contacts with the legislators has been very successful.
5. Updating the retention schedule. The new schedule can be found on the website. Go to the Resource Center first, then forms.
6. All physical files stored off-site by WHA were reviewed and those not needed were purged. This was done using the retention schedule. The files that were retained will be cataloged. The Resource Center section of the Leadership Handbook and website will be updated.

I'm confident that our goals will be completed by December 2016. I can say that only because of the dedication and hard work of the Strategic Planning Committee. Thanks to all of you!!!

Thanks also to Bonnie Olson, Partners of WHA President, and Jennifer Frank.

*Dorothy Revnew, Strategic Planning Chair*

## Public Policy Education Report



*Cindy Hermel*

Just as April showers inevitably bring May flowers, HEAT advocates' enthusiastic legislative contacts bring passage of hospital and patient-friendly initiatives at both the state and federal level. Examples of these successes are the Interstate Physicians Licensure Compact, the Behavioral Health Care Package, and the Health Care Modernization Act. These bills were signed into law this year. The Partners of WHA are a valuable and effective part of the advocacy movement. In 2015, you made 1,782 contacts to your representatives. Thank you for this outstanding effort.

Many individuals wonder where they can get information about the proposed pieces of legislation before the Senate and Assembly. *The Valued Voice* and the *Capitol Connection* are excellent resources that explain the proposals, along with their purposes and impacts. You can request these online publications through the WHA website. There is no cost for these subscriptions. Once you have the information, you will want to know when and how to contact your representative. You will want to let him/her know your position to encourage support of the initiatives you believe in and support.



HEAT (Hospital Education Advocacy Team) is your ticket to informed, active, and effective grassroots involvement. As a HEAT member, you will receive information about proposed legislation. You will also be notified when proposals will

be voted on so you can make your contacts at the optimal time. This is crucial for successful passage of the issues you support. Membership is free and you only receive information when necessary.

Won't you join HEAT today? It will help you be a driving grassroots force in shaping your hospital's future. You can request a HEAT registration form from your local Public Policy Education Chair or you can register at WHA.org. We are in the midst of Spring Tour AND **we have received 35 new HEAT registrations on our first three visits!!!** Thank you for the time and talents you share in support of your hospitals and communities. You do make a difference!

*Cindy Hermel, PPE Chair*  
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## Community Health Education Report



*Sherry Jelic*

According to the results of a 2015 survey from the National Council on Aging (NCOA), 40% of older Americans cite maintaining their physical health as a primary concern, and are interested in opportunities to learn how to maintain their health. I hope that our Partners health project, **"Take a Deep Breath,"** has provided you with important information on the various types of common lung diseases, statistics, treatments, and prevention.

Spring tour this year focused on lung cancer, since it is the leading cause of cancer death in men and women in the U.S. Wisconsin reported 4,370 new cases of lung cancer in 2015, and an estimated 3,050 deaths occurring from lung cancer in the same year. Mortality is high. Smoking is still the leading cause. But, lung cancer is increasing in people who have never smoked – in fact, 20% of women who develop lung cancer in the U.S. are lifelong non-smokers. We now realize other factors are just as important for increasing our risk for lung cancer. Breathing second-hand smoke results in approximately 7,300 deaths each year from lung cancer. People who are in contact with certain substances at their workplace can put themselves at a higher risk for developing lung cancer than those who smoke. Certain occupations—painters, wood workers, and mining are a few—increase the risk. If you or any of your family had a history of lung cancer, your risk increases. Radon, a naturally-occurring gas from rocks and dirt that gets trapped in houses and buildings, is the second leading risk factor, resulting in 21,000 deaths from lung cancer each year.

Now that you have some vital information, I challenge you to get involved. Family or friends may want or need to know about the risks of lung cancer. November is lung cancer awareness month, so do a project in your hospital—put up a poster on symptoms, such as a continued cough, back pain, or fatigue, which should be reported to their physician. Encourage smoking cessation programs. Provide information on testing homes for radon. Remember, **healthy air relates to healthy lungs.**

*Sherry Jelic, CHE Chair*  
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## Around the State

### **Froedert/Community Memorial Hospital Volunteers, Menomonee Falls:**

Volunteer Services was recently given the privilege to put together a time capsule for their hospital. Items were to represent today's health care environment, so an artificial hip joint, photos of the main lobby, photo of a patient room and a nurse in uniform, a plastic pill container, a crocheted baby hat, and volunteer service pin to name a few were included. In 2066, 50 years from now, the sealed time capsule will be opened, but until then, it will be on a mounted display with a plaque depicting its placement.

### **Cumberland Healthcare Volunteer Partners, Cumberland:**

This past winter, a new line of packaged soups was introduced into the gift shop – great seller for those many cold days – good idea too!

### **Volunteers of Bellin Hospital, Green Bay:**

“Pooper Pants” were a big draw to gift shop customers. That's what the retail coordinator called them as they were baby striped, camouflage, and star-studded knit tights in bright colors and happy assortments. Boys can be seen with football, softball, or monkey patterns. Girls are featured with cupcakes, lady bugs, and pink deer camouflage. Patriotic featured red, white, and blue complete with striped legs and white stars on the back side.

### **Franciscan Healthcare Auxiliary, La Crosse:**

The Neonatal ICU was the recipient of the Tiny Tim Benefit and Jingle Bell Brunch fundraisers. The web-based camera system was installed to promote parental peace of mind and family-centered care when parents are not able to be with their baby. The camera is mounted to a baby's isolette and allows parents to log in to a web-based platform and view their baby remotely and securely.

*Kay Lyndahl, Editor*

## Partners of WHA Nominating Committee to Meet in May

The Nominating Committee will be meeting the first part of May 2016 to discuss all the applications that were received to fill the officer's positions for 2017-2018.

A questionnaire was available for anyone interested in serving and the deadline for those applying was April 16, 2016.

The Nominating Committee's responsibility is to recommend a slate of officers. This information will be published in the summer *Reaching Out* for all to review prior to the convention being held in Appleton, October 4-6, 2016.

Members of the Committee include Carolyn Ward, Barb Jamerson, and Mary Licht. I serve as the chair.

We look forward to completing our task as the 2016 Nominating Committee for the Partners of WHA.

*Sue Lynch,*  
Chair, 2016 Nominating Committee  
Email: [Kells52@aol.com](mailto:Kells52@aol.com)

*Silence is often misinterpreted, but never misquoted.*

## Reaching Out Deadlines

<u>Issue</u>	<u>Deadline</u>
August 2016	Fri., July 15, 2016
November 2016	Sat., October 15, 2016
February 2017	Sun., January 15, 2017
May 2017	Wed., April 12, 2017
August 2017	Tues., July 12, 2017
November 2017	Sun., October 15, 2017

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

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