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# VILLAGE IMPROVEMENT ASSOCIATION OF DOYLESTOWN

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## DECEMBER 2014

We can always be assured that our December meeting will prepare our hearts for the holiday season at hand. Not to be disappointed, our members arrived in a wide array of festive dress and a beautiful sea of glittering red and green could be seen as one gazed across the auditorium. A big thank you to the Floral Arts Committee for their beautiful decorating of the auditorium as well as the James-Lorah Memorial Home. We were thoroughly entertained by the unique musical performance “Holidays on Broadway” given by Freyda Thomas. As she invited us to sing along we could not help but have our spirits lightened. Our Fundraising Committee’s bake sale table also offered us a wide array of delicious baked goods to entice our palates.

The Community Response Committee chaired by Kathy Meyer, awarded the following gifts to three deserving community projects this year. Central Bucks Family YMCA/Darkness to Light \$3000, Doylestown Township Sensory Enrichment Trail Pod \$10,000 and CB Cares Education Foundation \$4000.

Special thanks to Barbara Darr for her loving care of our beloved house throughout the year and also to Mary Gerczyk for her faithfulness in keeping us organized and on schedule.

The Welfare Committee continues to be busy behind the scenes providing help with food, clothing, heating needs and bill payments for those in need in our community. As the winter progresses they also work with the school nurses to identify families who are in need of assistance with food and clothing.

Our beloved Doylestown Hospital, under the leadership of Jim Brexler and his very capable administrative team, address daily the complex challenges the new world of health care presents to them. Please thank them for their unwavering dedication to our hospital the next time you see them.

Warm wishes to all as you gather to celebrate the joys of the season. Also, please remember those in our midst who have suffered loss over this past year. Holidays are often a bitter sweet season as we realize the absence of a loved one.

Happy Chanukah, Merry Christmas and a Very Happy and Healthy New Year in 2015.

*Linda McShinney*  
President

**January 6, 2015 - 12:00PM  
James Lorah Memorial Auditorium**

**“Carol for Heart”**

Presenter Jeannine McKeogh  
Program Coordinator Mary Bachman  
Meditation Barbara Chierici  
Hospitality Captains Marilyn Mele/Gerrie Hinkle

**Program Preview**

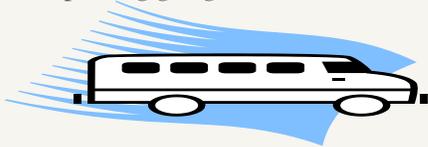
Cory H. Schroeder

Breast cancer gets all the publicity, but heart disease is the #1 killer of women. Often, we don't know we have it until it's too late. In this informative program, Carol For Heart, you will be introduced to Carol Palewski by her daughter Jeanine. Carol was fun-loving, full of life and an incredibly giving individual to her family, friends, even strangers. After experiencing nausea and cold sweats, she was taken to the Emergency Room where her family learned her heart was badly damaged from at least 30 years of heart disease, and that she had already been in heart failure when her symptoms began. She was dead 7 days later.

With humor and passion, her daughter will give an insight into the things women should look for (our symptoms are different than those of men), as well as preventative measures we can take. We'll leave with new knowledge and a bag of goodies to get us on the right track to taking care of ourselves.

**SHUTTLE**

Shuttle service from the parking garage, Broad Street entrance, Level 2 to the JLMA will be available from 11:30 to 12:00 on January 6. After the membership meeting, the driver will make **ONE** trip from the JLMA to the parking garage.



**Bylaws Committee**

Georgia Ford

At our November meeting, a suggestion from the Designer House Committee was presented for new guidelines regarding the hospital portion of the Designer House profits. In April/May the hospital will present a list of needs to the Designer House Vice Chair. That list will then be voted upon by the Designer House Committee in June. The amount given will be in a percentage of the profits rather than a dollar amount, and the term of the donation will be no longer than two years. The Bylaws Committee approved the suggestion and will now take it to the VIA Board for their vote.

The Bylaws Committee would like to remind all committee chairs that they are required to have a vice-chair for their committee who is willing to become the chair when the chair's term has expired. Following that policy, Marianne Chabot will be the Bylaws Committee vice-chair.

As always, if you have a concern or thought that you would like the Bylaws Committee to discuss, please contact me.

**Treasurer's Report**

Ruth Carlson

Month ending October 31, 2014

Current assets ytd	\$84,511
Investments long term assets ytd	\$267,954
Total Assets ytd	\$352,466
Total income ytd	\$40,408
Total expenses ytd:	\$17,146
Total increase in assets ytd:	\$28,441

**Newsletter Staff:**

Marie Johnston, Editor Joy Anderson  
Phyllis Morris Karen Simon  
Barb Thompson Betty Trossett

## Membership Committee

Lee Scheeler

The committee would like to welcome one new member this month: Virginia Freedgood.

All new or current members who would like information on the different VIA committees please meet Cory Schroeder, 1<sup>st</sup> Vice-President at 11:30AM before our monthly meetings by the stage in the auditorium.

### Let's Talk!

Cory H. Schroeder

New and newer members! Join me each month at 11:30AM before the monthly membership meeting (NEW!) by the stage in the auditorium to chat and get to know the VIA better. All are welcome.

## Marketing Committee

Nancy Gimbol

If you or your committee are planning an event, contact me at [ngimbol@eastburngray.com](mailto:ngimbol@eastburngray.com). The Marketing Committee can help you to promote the event.

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## SEEKING

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Pie or candy lovers. Call a friend, brush off your entrepreneurial skills and sign on to oversee a spring project to support the VIA. No experience necessary. Support staff available. Contact Sharon Orr @ 215.340.0817 or [orrteam@verizon.net](mailto:orrteam@verizon.net).

### WEATHER CONDITIONS:

In the event of winter weather conditions our membership meetings will be cancelled when the schools are closed in the Central Bucks School District. In the event the schools remain open or are delayed, you will be notified via email about meeting cancellations.

## James-Lorah Memorial Home

Phyllis Morris

I hope you have had the opportunity to see how beautiful the exterior of the house looks now. The new coat of paint, wreath on the door and the beautifully decorated urns has our VIA home dressed for the holidays. It looks so festive! Thank you Joan Logrando and Debbie Thorne.

Repairs continue but much has been accomplished this year. We will continue to report in 2015.

Mark your calendar for our annual fundraiser "An Evening at the Theatre", Wednesday, April 15 at The Town and Country Players Playhouse. The show this year is "The Drowsy Chaperone". More information available in 2015.

The committee wishes you all a very happy holiday with friends and family.

### SAVE THE DATE

**THE 2015 BCDH EMPTY HOUSE PARTY**  
Sunday, March 1 from 2 – 5 PM  
Visit Villa d'Braccia, meet our design team, embrace La Dolce Vita while enjoying gourmet lite fare, olive oil and wine tasting, silent auction, raffles and more... You don't want to miss it!

Look for our flyer in January's newsletter



### VIA Book Club

Selection: "THE CASUAL VACANCY"  
by J.K. Rowling

When: Monday, December 29 @ 10:30AM

Where: Forest Ridge Clubhouse

Bristol Road, Warrington

Questions: Marilyn Mele @ 215.343.6063

## **2015 Bucks County Designer House & Gardens**

Jean Upton

Congratulations to our 2015 Designer House design team! Selections were made by the committee based on the creative and interesting designs submitted to transform Villa d'Braccia into a stunning showcase to host our 40<sup>th</sup> Designer House. The designers were inspired by the distinctive Mediterranean style of the property and embraced the warmth and feel of the region in their designs.

The Empty House Party will take place on Sunday, March 1 from 2PM to 5PM with plans for olive oil tastings – as well as wine and beer – and Italian delicacies mixed with traditional lite fare. Purchase your tickets early to be eligible for a drawing of two Designer House tour tickets! The Gala will be an elegant affair held on Friday, April 24. Our annual Fashion Shows being held at the Doylestown Country Club on May 7 in the afternoon and again on the evening of May 8, will give ideas for updating your wardrobe. The second annual Mother's Day Brunch will be held at Villa d'Braccia on May 10. When asked what you want for Mother's Day, say "Brunch at the Designer House!" And finally, our casual closing event, the Blue Jean Bash will be held at the house on May 30. This fun and casual event with live music was a crowd pleaser last year and the place to be this year on the last day of the 40<sup>th</sup> Designer House. Please mark your calendar and plan to attend these events.

We are happy to announce that Joe Cowhey and the Cowhey Family ShopRite is the 2015 and 2016 Designer House Honorary Chair. You may know that ShopRite opened a pharmacy in the hospital across from the gift shop. Please stop by to thank them for supporting the Designer House.

The Designer House Committee is in need of a few members to help with tasks in the Café and events area. Additionally, members with Word or Excel skills are needed to assist with tasks on the Guidebook, special events and Gala Invitation Committee. If you can help, please contact Jean Upton at [upton1@verizon.net](mailto:upton1@verizon.net) or 215.997.6198 for more information. All VIA members are invited to assist with house sitting shifts in March and April and opening/closing shifts in May. Look for additional

information on shift dates and times in upcoming newsletters. A new on-line sign up system will be used this year to register and schedule Host/Hostesses. We hope to introduce this system first to the VIA membership to ensure members receive first preference for days and shifts. More information regarding this process will be available in early 2015.

### **Fundraising Committee**

Sharon Orr

I want to thank all the ladies that baked for the bake sale this year. We had an amazing turn out and a very successful sale.

We are so excited to announce that we have received our first check from Amazon Smile. It is such an easy way for you to help us raise funds for the VIA. It will not cost you any more than you would be spending for your items. This holiday season is a great time to get started. Please take a minute and go to [www.Smile.Amazon.com](http://www.Smile.Amazon.com) website and help us.

We are looking for someone to help us with a small fundraiser this spring. If you would like to get involved please contact Sharon Orr for more information.

Don't forget the golf outing that is being planned for September 16, 2015. Get you groups together and save the date. For more information or to volunteer, contact Marie Johnston.



## HEALTH SYSTEMS REPORT

We have had every reason to be proud of this Health System and the doctors who support it but never have we had more reason to be proud than now. On November 12, the first Organizational Management meeting of Doylestown Health Partners took place. Resolutions were passed to approve the Certificate of Incorporation, the Operating Agreement and the appointment of an Executive Director, Sheri Putnam. The election of both the Professional Class Representatives and the appointment of the Health System Representatives was ratified. There will be six Physicians and six Hospital representatives. There was, of course, other business, too much to include here but suffice it to say this is an astounding effort on behalf of the Physicians and Hospital Management to join in a collaborative and collegial relationship. Doylestown has always, as far as I know, been a leader in that kind of relationship. I have often heard comments about that from visitors who are amazed to see that ability to get along. It started with Rich and BCPHA 25 years ago and continues under Jim. This Corporation, which is an offshoot of BCPHA, symbolizes their trust in one another and acknowledges that we succeed together or we fail together. It is the "Togetherness" that will aide that success. Insurance companies are one of our biggest challenges but we suspect that DHP will be an advantage in contractual negotiations.

Another reason to be proud is that we continue to bring new advanced technologies to Doylestown Hospital and with it the very best doctors in that field. I am referring to Endoscopic Ultrasound or EUS. Dr. Joseph Kim spoke to both the Hospital and the Foundation Boards explaining not only the advanced diagnostic tool this is but also how we can now perform procedures that could only be accomplished with surgery. EUS is even more sensitive than MRI or CT and can also be used for pulmonary procedures. Having this therapy here allows us to keep our patients here instead of transferring them to another hospital downtown. This is especially appreciated by our senior citizens who no longer have to find a way into the city.

As you know our new Della Penna pediatric unit opened on October 20 and during that first 16 days we had 19 patients ranging in age from newborn to eighteen. I am so pleased to be able to tell our friends and neighbors that they no longer have to see their children transferred away from home.

For the first time Pine Run has received and overall 5 star rating in quality, quality measures and RN staffing. The other two areas were rated 4 stars. Congratulations are in order for a great team! Cathleen gave an update on the improvements made to the Pine Run campus. Ten of the seventeen Independent Living clusters have been renovated on the exterior with three of the clusters being completed inside and out. The Health Center is on target to be finished by April 2015 and the Community Center is in the design stage. The improvements are spectacular! Pine Run results for the four months ending October 31 show a year to date gain of \$220K which is favorable to the budget by \$119K.

Hospital Financials show a YTD gain of \$2.9 M which is 37% above budget and \$2.8M improvement over last year. In the near future you may find that your insurance company will deny various procedures and diagnostics if they are hospital based. Colonoscopies, MRI and Surgi Centers already appear to be an issue. The concern not only is for a large loss of income but more importantly not being able to control the high standard of quality and culture which we have developed over many years.

Once again for the third year in a row, Press Ganey has awarded the Emergency Department the Guardian of Excellence Award. Our ED has some of the highest patient satisfaction scores across the country.

Lisa Repko has resigned her position as Director of Development with an offer from Jefferson that was too good to pass up. We are sorry to see her go but wish her well with this marvelous opportunity. Steve Hirt, who is well known to most of you is doing an evaluation of our Development Department, which will help us find the right people to replace Linda and Lisa

It is becoming ever more obvious that all of our "pieces" fit under the Doylestown Health umbrella. We must remain relevant and indispensable. DHP and Pine Run will help us to do that as all of our entities combined allow us to remain independent. In a recent article of the Observer which is produced by Ron Watson he cited an article that refers to 9 criteria that help us to see if we have the potential to remain independent and I can say that we seem to have most of that criteria in our favor.

I hope you all have a Merry Christmas, Happy Hanukah and an overall wonderful holiday season!

*Carolyn Della-Rodolfa*

Vice President, Health Services

## December

17	Marketing Meeting	Conf Room A	11:30 AM
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## January 2015

5	Finance Meeting	Conf Room G	8:30 AM
6	Membership Meeting	JLMA	12:00 PM
8	Fundraising	Conf Room K	9:30 AM
14	Welfare	Conf Room A	9:00 AM
20	JLMH Committee	Conf Room G	10:00 AM
21	Marketing Meeting	Conf Room H	11:30 AM
27	VIA Board Meeting	Conf Room K	8:30 AM
27	Bylaws Meeting	Conf Room K	10:30 AM

**Please refer to our website for additional events!**

