
VILLAGE IMPROVEMENT ASSOCIATION OF DOYLESTOWN



May 2014

On April 29th Finance Committee Chair, Barbara Kieffer, presented the VIA fiscal year budget to the board for approval. The board voted to accept the July 1, 2014 – June 30, 2015 fiscal budget. It is challenging to meet the financial needs of the various committees while maintaining a balanced budget based on income from investments, member dues, and fundraising projects. We appreciate the expertise of the Finance Chair and those serving on the committee.

2014 Designer House Chair, Joyce Hanson, reported on the Gala, although financial information was not available since the board met three days after the opening event.

Joyce commented that it was a very successful social event enjoyed by more than six hundred guests. Thank you to Gala Chair, Jo-Ann Cuning, and the Gala Committee.

We have reaped the benefits of membership in community organizations and we want to extend our reach into the community, thereby bringing recognition to the VIA. Toward that goal, the board approved membership in the Doylestown Business Community Alliance at an annual fee of \$50. We anticipate that the VIA will gain support from business owners and the community through the DBCA. In return, we hope to have your participation in DBCA projects, such as helping to decorate the downtown with hanging flower baskets in the spring and enhancing the area with Winter Holiday decorations.

Earlier this month Mary Ellen Stanton accepted an invitation to attend a ribbon cutting ceremony at Town & Country Playhouse in acknowledgement of our Community Response Committee's grant to fund renovations at playhouse.

On a more solemn note, in appreciation of another Community Response grant, the VFW sent an invitation to the dedication of The Bucks County Global War on Terrorism Memorial, which was held on May 16th. The VIA was represented by Community Response Chair Kathy Meyer, members of our Veterans Committee and VIA officers.

Our hearts go out to the families of the brave heroes who lost their lives in the war.

The board approved the incoming slate of officers in April and on May 6th members gave their approval of the proposed slate. Installation will take place at the June luncheon. I hope you will be there to witness the investiture and congratulate the officers.

It has been a privilege to serve as an officer for six years and a true pleasure to work with women who give so generously of their time in support of the VIA and Doylestown Hospital. I deeply appreciate the members of the VIA board, and all committee chairs who were always open minded, willing to discuss issues and find common ground so that we could move forward with ideas, and I thank all of you for your help and encouragement during my tenure.

Marianne Chabot

President

June 3, 2014 – 12:00PM
Doylestown Country Club
Installation of Officers

Co-Chair Coordinators Marilyn Mele
 Anne Sweeney
Meditation Terry Steinberg

Program Preview

Linda K. McIlbinney

Please join us for the Annual June Luncheon at the Doylestown Country Club on Tuesday, June 3rd at 12 PM. (NOTE member book states 11:30AM)

Thank you to Chairman Marilyn Mele and Co-Chair Anne Sweeney for taking care of all the arrangements for this wonderful day.

The highlight of the luncheon will be the beautiful ceremony where the installation of officers takes place, a long standing tradition in the VIA. In addition we will be awarding the (3) Hannah Pollack-Laura Haddock Education Scholarship Awards, the Ruth Boland Nursing Scholarship Award, and the HOBY Leadership Award. Thank You to the Education Committee, the Boland Family and Audrey Tucker for their many hours of work behind the scenes reviewing applications in the selection process for these awards.

The Bylaws Corner

Georgia Ford

Just a reminder to all VIA members:
Your dues for fiscal year 2014-2015 are **due June 1st** and payable by June 30th. **After June 30th**, there will be a \$10 late fee assessed. Want to save \$10? **Make sure your dues are paid by the 30th of June.** You can pay them at the June luncheon or send your \$45 check to the VIA office.



Parade!

Please join us in honoring our American Heroes. Sign up to walk or ride in the *Doylestown Memorial Day Parade* on Monday, May 26th, the oldest Memorial Day Parade in the US. You will be greeted by thousands of your neighbors and friends as we stroll through the center of Doylestown joined by other local businesses and organizations that participate in this solemn remembrance day. This event is sponsored by The United Veterans of Doylestown of whom our Community Response Committee awarded funds to help keep this treasured hometown tradition alive. If you've never joined us before we'd love to have you make this year's parade you're first...so much fun and you'll be home by lunch!

Annual VIA June Luncheon

You are invited to attend the Annual June Luncheon. A buffet lunch will be served at Doylestown Country Club. Since this is an installation year we are looking forward to a big turnout in support of our new slate of officers. We will award scholarships and the HOBY to area students. It will be a wonderful afternoon to close out the year.

Cost: \$33.00 ~ Cash Bar

Valet Parking Available

Send your check to:

VIA of Doylestown / June Luncheon

Reservation deadline is May 30th

Finance Committee

Barbara Kieffer

There are several openings on the committee at this time. As stated in the Bylaws and Policies of the VIA, "The Finance Committee shall be responsible for supervising the fiscal affairs of the Association...shall also recommend and review policies of the Association and corporations affiliated with it for the management of funds..."(Please see manual for complete description of responsibilities.)

If you are interested in serving on the committee, send a request for consideration along with a description of the skills you would bring to the committee to Barbara A. Kieffer. All request must be received by May 31, 2014.

Newsletter Staff:

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

Veterans Committee

Jan Cope

Our charities for the 2014-15 club year will be the Veterans Van, "Books for Soldiers," our committee-sponsored Get Well Card program at Doylestown Hospital, "Project Hero," "A Soldier's Hands," and the Washington Crossing National Cemetery. We will continue to support the Bucks County Veterans Van, who will be our guest speakers at our November meeting. We will also continue support for the Horsham Air Guard Station, but our financial support will be for Project Hero, a new program that helps wounded veterans from all branches recover through cycling programs. Each cycle is custom-built for the veteran, and our donation will support that effort.

We will fund two programs that have previously been gifts from committee members: "Books for Soldiers" sends books to deployed service members. The Get Well Card program gives thank you cards to veterans hospitalized at Doylestown.

Finally, our new charities will be "A Soldier's Hands" and the Washington Crossing National Cemetery. "A Soldier's Hands" is a program started by a Mary Kay representative who gave sample lotions to a soldier she met. The organization is now a non-profit that mails 1,200 toiletries care packages annually. For the National Cemetery, donations can help provide replacement sod in needed areas. It's a small effort that goes a long way toward providing the neat, peaceful atmosphere that helps grieving families cope.

For each of these charities, we have controllable costs that we can scale up or down depending on the donations we collect. Please contact one of our members if you'd like to know more about any of these charities, and, as always, thank YOU for your support.

Trip To Bethlehem - Save the Date

Mary Bachman

Save the date for the Christmastime Tour to Bethlehem PA on Saturday, December 6, 2014. The cost is \$135.00 pp. Contact Mary Bachman for more information or to make your reservations.

Fundraising Committee

Sharon Orr

The women who participated in the Mural Arts Tour in Philly had a beautiful day to see the many murals of the city. I want to thank Bev Collier Campbell for organizing this trip. We had a great day.

Please let me know if you would like to help organize the 120th anniversary celebration for the VIA. We are looking for help with an event that we are planning for this fall.

James-Lorah Memorial Home

Phyllis Morris

A huge thank you to all those members who supported our annual "Evening At The Theatre" fundraiser at the Town and Country Players Theatre in Buckingham. We had a very successful event April 16th which included a fabulous musical, The Scarlet Pimpernel, raffles and refreshments. The event realized over \$2100.00 profit, which will go toward the maintenance and painting of our beautiful home.

Our committee is looking forward to hosting at the Designer House May 20th. Come see us and visit the Café and the fabulous boutiques.

This has been a very productive, busy and rewarding year for our committee. Thanks to a hard working, creative group of woman our JLMH remains a vital part of our VIA organization.

1895 Society

Joan Parlee

We are drawing near to the end of the second year of the Then, Now and Forever Campaign on June 30th. Please make sure your second year pledges and contributions are in. Also, if you have found you can make an additional or upgraded donation, we would appreciate it so much.

As you know, we are seeking to raise the unrestricted endowment of the VIA so that the organization can continue its good work into the future. Contributions may be sent to the VIA office, with TNF on the memo line. Thank you to all who are making the campaign a success.

2014 Bucks County Designer House & Gardens

Joyce Hanson

The opening event of the 2014 Bucks County Designer House & Gardens, the Preview Gala, held on Saturday, April 26th, was a fabulous success. Delicious food and drink, and great music by the Chatterband were enjoyed by our guests. The weather held out even though areas nearby experienced heavy showers.

In spite of having to close because of torrential rain and blowing winds on Wednesday of the first week, and having to shuttle on Thursday and Friday, our visitors were awed by the beauty of Serendipity Farm.

Seminars are being held every Tuesday, Thursday and Friday. The many interesting topics, including days and times, can be found on the Designer House website www.BucksCountyDesignerHouse.org.

BLUE JEAN BASH-We invite you to attend our closing party on Saturday, May 31st, 5-8pm. Hoping to make this an annual event, you will enjoy food, drinks, entertainment and last minute shopping of designers' décor and landscape items. A real deal at \$30per person! Visit our website to purchase tickets.

***PLEASE CONSIDER SUPPORTING THE
ANN SILVERMAN COMMUNITY HEALTH
CLINIC
AT DOYLESTOWN HOSPITAL
3RD ANNUAL SANCTIONED BRIDGE
TOURNAMENT***

Monday – July 21, 2014
2 PM

DOYLESTOWN COUNTRY CLUB

If interested, contact VIA member

Karen J. Young

215.348.2554 or karenjyoung8@verizon.net
for an invitation letter and detailed brochure.

2015 Bucks County Designer House & Gardens

Jean Upton

All the preparation and planning that lead to the beautiful 39th Designer House at Serendipity Farms provides valuable lessons for the 2015 Designer House, our 40th, which will open during the 120th anniversary of the VIA,... two amazing achievements in one special year!

In order to reap the value of our experience in 2014, and to plan for the 40th Designer House, a Pre-2015 meeting will be held on June 18th at 9:00 AM in Conf. Room B. All members of the 2014 Designer House committee, plus anyone willing to work on the 2015 committee are invited. Discussion will include topics such as opening/closing dates, length of event, ticket pricing, etc. Recommendations from this meeting will be voted on by the 2015 committee during the summer. If you are not a 2014 Designer House committee member, but would like to work on the 2015 committee, please feel free to attend. Contact Jean Upton at 215.997.6198 or upton1@verizon.net for additional information.

Marketing Committee

Nancy Gimbol

This is a new committee that seeks to support activities that promote the VIA to the community. We are always looking for any VIA member with a background in marketing, sales, business development or social media to join our committee. Interested VIA members should email Nancy Gimbol, ngimbol@eastburngray.com.

If you are out in the community, representing the VIA, we can provide you with the tools needed to appropriately represent the association. We can design flyers and post news on the VIA website. We have a small stash of pre-approved printed marketing materials to showcase who we are and what we do. We also have membership information and business cards and other items to help you to communicate to the community that the VIA is here to stay. If you need our help, contact Nancy Gimbol.

Health Systems Report

At the April Hospital Board meeting we were treated to a tour of the new outpatient MRI Suite and I can report that it is incredible! The Director was very impressive with his knowledge and his ability to impart that information in a way that we could all understand. It is really quite stunning and I think it safe to say if you must have an MRI this is the place to be. It is a wider, shorter tube and the lighting and beautiful graphics will make the experience far more bearable, and this is coming from one with claustrophobia. Better yet the picture quality is vastly superior, making for quicker, more accurate diagnosis. We are even seeing patients from other facilities who have heard about this machine. We are one of the few on the East Coast to have this technology available.

The Board also had a very good presentation by the Development Department which spoke to their philosophy of building long term relationships. They are hoping to add a Special Events Coordinator in the near future to help with that part of fund raising. Did you know that to be considered a Major Donor all you have to contribute is \$1000? And did you know that in order to be considered for all large and some small grants, board participation must be at 100%. It is so important for all members to contribute to special gift campaigns. Linda Felt spoke to us about the new campaign for pediatrics which is being led by Kelly Brexler. There are many naming opportunities, so perhaps you grandparents might be interested in being a part of that effort. We have been without a pediatric unit for some time and while I know we are thrilled to finally have that happening now, it could sure use your support.

Finances for March show a gain of \$900k driven by inpatient surgeries and higher Case Mix Index. Year to Date gain from operations is \$515k unfavorable to budget. Pine Run is showing 5.5% below budget due to lower occupancies in the health Center and Lakeview.

Dr. Levy reported on the Retail Pharmacy which will open in the old MRI Suite in the North Lobby in early summer. This will be a great convenience to our patients and their families. If you've ever had to stop on the way home from hospitalization or the doctor when you've been ill you know how daunting that can be. This will make it easier. It will help to have a Pharmacist deliver those medications to your bedside and explain how to use them. We are partnering with Shoprite on this since we have had a great working relationship with the Cowhey family, whose philosophy melds nicely with ours.

The hospital threw a wonderful luncheon for our Volunteers at Spring Mill and as always I was amazed by the dedication of our volunteers, including our teens. Many of you are in this room today and I can say that the 124,302 hours that you gave this year is astounding. We said thank you then and I repeat that now.

We also gave a dinner at the Hospital for the wonderful Volunteer Firemen who gave up their New Year's Eve to help us literally 'bail out' the water which leaked over three floors of the Hospital. If not for their help the damage would have been far greater but with their manpower and equipment they helped our associates successfully curtail the problem. Best of all the patients were never impacted. I hope you read the letter to the editor that was sent last week which helped to tell the community how wonderful these firemen are.

Have a wonderful summer

Carolyn Della-Rodolfa
Vice President, Health Services

May

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| 20 | JLMH Committee | JLMH | 10:00 AM |
| 21 | Marketing Committee | JL DiningRoom | 10:30 AM |
| 27 | VIA Board Meeting | Conf Room K | 8:30 AM |
| 27 | Bylaws Meeting | Conf Room I | 10:30 AM |

June

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|----|-----------------------|-------------|----------|
| 3 | Membership Meeting | DCC | 12:00 PM |
| 11 | Welfare Committee | Conf Room A | 9:00 AM |
| 12 | Fundraising Committee | Conf Room A | 9:30 AM |
| 16 | Finance Committee | Conf Room B | 8:30 AM |
| 17 | JLMH Committee | JLMH | 10:00 AM |
| 18 | Marketing Committee | Conf Room A | 11:30 AM |
| 24 | VIA Board Meeting | Conf Room K | 8:30 AM |
| 24 | Bylaws Meeting | Conf Room K | 10:30 AM |

Please refer to our website for additional events!
WWW.VIA-DOYLESTOWN.ORG