

SEPTEMBER 2014

The Village Improvement Association of Doylestown is proud to announce its upcoming 120th Anniversary.

How amazed and proud would the original fourteen ladies be of the impressive accomplishments the VIA has achieved in our community. From their first meeting on a spring day in April 1895 where they met to address the dusty streets of Doylestown to the founding of a community hospital, we have much to be proud of. Mark your calendars and plan on joining the many activities, fundraisers, day trips and meetings planned this coming year to celebrating our 120th Anniversary.

On September 7th, the Pediatric Campaign Committee sponsored a “Boardwalk Bash” to support the Carol and Louis Della Penna Pediatric Center, that will open in about a month. The new Pediatric Center will provide family centered inpatient care for infants, children, and teens in a compassionate and supportive environment. Visit dh.org/pediatrics for more information.

New for the VIA this year is our participation in the September Doylestown Arts Festival. Plan on visiting our VIA booth as we greet the community and handout information about the VIA. One such handout, a “Save the Date” post card invites the public to our October 25th James-Lorah Memorial Home Open House being held in honor of Miss Sarah James’s 150th Birthday. Join us!

Please look through your new 2014-2015 Member Book and see which committees interest you and don’t hesitate to reach out to the committee chairmen, they would love to hear from you.

Our 2015 Designer House Chairman, Jean Upton, has actively been pursuing a wonderful house for us. I would like to invite you to join one of the many Designer House Committees where you’ll get a chance to meet and work with many wonderful women. We are excited to be entering the final year of our five year, \$1M pledge to the VIA Maternity Center at Doylestown Hospital.

Our New Member Orientation on Tuesday, September 30th will be held at the James-Lorah Auditorium. Beginning with an informational video about the VIA we will then move to our beautiful dining room for refreshments where the committee chairs will share information about their committee. For those who might have missed a new member orientation in the past please feel free to attend this year. Thank you to Membership Chair Lee Scheeler and Secretary Mary Lou Gehring for organizing this event. Contact Lee or Mary Lou if interested.

Our 1st membership meeting will be on Tuesday, October 7th at noon at the James-Lorah Auditorium. We will be returning to the previous meeting format of beginning with the program, followed by the business meeting and concluding with our famous VIA Tea, compliments of our wonderful Hospitality Committee. Don’t miss it.

As your new President, I personally look forward to welcoming you back on October 7th for another exciting year with the VIA. Also, please remember to greet our many new members; they will be wearing blue name tags. Thank you for greeting them warmly.

Linda McShinney

President

October 7, 2014 – 12:00PM
James Lorah Memorial Auditorium

“Darkness to Light”

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| Presenter | Ro Molyneux |
| Program Coordinator | Cory Schroeder |
| Tea Servers | Barbara Jaczun/Carol Duffy |
| Meditation | Helen Hammes |
| Hospitality Captains | Kimberly Cambra/Pam Good |
| Floral | Joan Poole |

Program Preview

Cory H. Schroeder

Be prepared. Our October program may shake you right down to the soles of your feet.

Which one of your friends or family members has experienced child sexual abuse? If you answered none, you need to think again. The facts may startle you. **1 in 10 children will be sexually abused before their 18th birthday.** It can happen to anyone - even a child you know and love. Even your own child.

Child sexual abuse is not the problem of one socio-economic status, culture, race, religion, or gender. It impacts **every** community and **every** person across the globe. But as a society, we often lack the ability to recognize child sexual abuse. We don't know enough about it to prevent it, or respond when it occurs.

LEARN THE FACTS ABOUT CHILDHOOD SEXUAL ABUSE & HELP PREVENT IT. Join us as **Ro Molyneux**, former COO for Central Bucks Family YMCA and facilitator for Darkness to Light, gives us the tools to recognize sexual abuse and protect our children and our community.

SHUTTLE

Shuttle service from the County parking garage, Broad Street entrance, Level 2 to the JLMA will be available from 11:30 to 12:00 on October 7th. After the membership meeting, the driver will make **ONE** trip from the JLMA to the parking garage.



The Bylaws Corner

Georgia Ford

As the VIA grows, new needs become apparent. And getting the word out about the VIA is of primary importance to our growth. Our Public Relations Committee certainly has been doing an outstanding job of publicizing our events through local media. To take advantage of other ways to communicate and build awareness, we are attending events and trade shows, joining other groups for networking, and making speakers available to various groups, all the while utilizing newly created promotional materials to improve knowledge about us. Social media and our website add to our ability to make sure surrounding communities get to know us and the tremendous support we give to the hospital and the mission of the VIA. To oversee all of these areas, a Marketing Committee has been organized and will act as the umbrella for all other areas of publicity.

Creating the Marketing Committee requires a Bylaws change. At our October meeting, we will ask for a motion to make the Marketing Committee the Standing Committee on the VIA Board, and Public Relations, Social Media, Website and other marketing ventures will now be sub-committees of the Marketing Committee. We will then vote on this motion.

See you in October.

PETITE LUNCHEON

TUESDAY, NOVEMBER 4, 2014
12:00 JAMES –LORAH MEMORIAL HOME

Our theme is Patriotic and will be celebrating Veterans' Day.

We will offer a choice of entrée's this year. When you register, please indicate whether you prefer salmon or chicken. Both will be served on a bed of greens. Lunch cost is \$25.00pp. Make your check payable to "VIA of Doylestown" and send to the VIA office. This event sells out quickly. Don't delay. We cannot take a reservation without payment.

Newsletter Staff:

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

Veterans Committee

Jan Cope

We started our Committee year in August helping the Horsham Air Guard Station run their snack table, donations for the goodies raises money for family programs. Our advocates, Edi Eisenberg and Pat Skowyra, also helped with the base's back to school giveaway of supplies donated by the area's Dollar Tree stores. (Check out the pictures in the JLMH foyer. There were some very happy kids with very heavy new backpacks!) We began planning for Veterans Day observances and for the November Petite Luncheon, which will focus on the military and veterans. We also expanded our get well card efforts at Doylestown Hospital: look for displays of the cards by the elevators and at other areas in the hospital.

We sent another two large boxes of used books to military members as part of Operation Paperback/Books for Soldiers. Most requests are for mysteries, action, and science fiction. If you would like to donate, please let us know. (Standard-size paperbacks only, please.)

We're helping six focus charities this year, so this is a great start to our year. Your donations (by mail or at our October or November meetings) will help us do even more. With your help, we're making a difference AND having fun. And we welcome new members. If you'd like to join us for any event or join the committee, let Jan Cope or one of our members know. We'd love to see you!

Membership Committee

Lee Scheeler

The Membership Committee would like to welcome the follow new members:

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|--------------------|------------------|
| Linda Baker | Jessica Leigh |
| Loretta Catrambone | Monica Mosley |
| Rebecca Dragos | Kathleen Wallace |
| Jessica Forsell | Sylvia Roman |

We hope to see these ladies as well as any other new members who have joined since Oct 2013 at our New Member Orientation on Sept 30th in the JLMA.
RSVP to Lee @ 215.348.4466 / lee5maple@verizon.net.

See the VIA on the Silver Screen!

Cory H. Schroeder

Thanks to Kimberly Cambra, VIA member and Executive Director of CB Cares, and Secret Assemblies videographers, the VIA will now have a video documentary of our history to share with our members, the community, the world! In the works since Spring, the video will follow the good works of our organization since its creation. Thanks to the memories of some long-term members who were interviewed, we can preserve our past for the future.

A special few donors have made the production possible. And we are hoping for a few more. *Your* help would be appreciated.

Watch for the announcement of our Premier Showing Spring 2015. It's sure to be spectacular!

James-Lorah Memorial Home

Phyllis Morris

Fall is approaching and soon you will see work being done to the exterior of the Home. Repairs and painting will begin soon and hopefully will be completed for our first JLMH event. Mark your calendars for our fall open house **Saturday, October 25th noon-6PM**. We will commemorate Sarah James' 150th birthday, which is October 29th. The auditorium will have a fall theme and serve a sweet or two from Sarah's own recipes. Items relating to the JLMH and the fall season will be available as well. More information to come in next month's newsletter.

Try to visit Sarah's grave site in Doylestown Cemetery, while the flowers are blooming. It has been lovingly landscaped. An inscription has been added to the ground stone... "JAMES-LORAH MEMORIAL HOME - BEQUEATHED TO THE VIA BY SARAH M. JAMES - 1954". This should be a special site in the cemetery and we are pleased that it is now! A huge thank you to Joan Logrando and Louise Woodruff for working on this project during the summer. It was a labor of love and Sarah would be very pleased!

We will miss our committee member Janet Linsenmaier who was a long time member and a very special lady.

2015 Bucks County Designer House & Gardens

Jean Upton

The summer has been very busy and productive. The selection of the 2015 house is intensifying. As of now, three area homes are under consideration as finalists. Each has unique features and willing owners. A tour of the final prospects will be scheduled for the week of September 15th. We will then begin the contract process with the owners and the official announcement of the 2015 site.

A goal for this year is to have a computer and printer at the Designer House site to allow for the printing of volunteer schedules. If anyone has an unused laptop computer or printer that they would like to donate to the VIA for use by the Designer House, please contact Jean Upton at 215.997.6198.

Work is progressing on the creation of a new marketing piece targeted to groups and tour bus companies for mailing in early September. In addition, initial discussions have taken place with the hospital marketing team on the "look" for the 2015 print material.

The committee assignments are underway. Thanks to so many of you who have agreed to help in 2015! If you have not submitted a Sign-Up Form but are interested in helping on the committee, please e-mail Jean Upton at upton1@verizon.net.

A brief 2015 Designer House Committee meeting will take place on September 11th at the James Lorah Memorial House beginning around 12:15. A pizza lunch will be provided. This meeting is for 2015 committee members and anyone interesting in joining the 2015 Designer House team.



**You shop, Amazon Donates:
Don't forget**

When you click on **AmazonSmile** while shopping on Amazon.com, and select the VIA, you are helping us build our unrestricted funds!

Social

Mary Bachman

It's not too early to sign up for the Christmastime Tour to Bethlehem on Saturday, December 6, 2014. Visit the Christkindlemarkt and Christmas Village. Some may want to visit The Putz (optional), which is an elaborate Nativity Scene at Moravian Central Church. Cost of the trip is \$135.00, which includes motor coach transportation, Moravian breakfast treat, dinner, Night Light Tour of Bethlehem, all tips, admissions and donation to the VIA. Contact Mary to make your reservation 215.343.0547. Checks made payable to "VIA of Doylestown".

Marketing

Nancy Gimbol

If you are out in the community and representing the VIA, our Committee can provide you with the tools you need to appropriately represent the association. We are able to design flyers for your event, 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, please contact me at ngimbol@eastburngray.com.

Nominating Committee

Linda McIlhinney

The Bylaws for the VIA dictate that on an even numbered year of an administration, a Nominating Committee is to be formed. The composition is four VIA Board members plus the First Vice-President (non-voting) and two VIA members from the general membership-at-large. I will be asking for two nominations at the October 7th VIA Membership Meeting. Please be reminded that members of the Nominating Committee should not be seeking to serve as officers, need to be familiar with the members and their knowledge of and service to the VIA and have the ability to be objective in considering the qualifications of the candidates. If you would like to nominate someone for the committee, please speak with her in advance to assure she is willing to serve on the Nominating Committee.

It occurred to me as I started writing this report how ironic it is that while this report has always been titled Health System, it is now indeed just that, a Health System. As I reported to you last time, we have taken the sum of all our parts and have renamed ourselves Doylestown Health.

Once we had gone through the initial stages of the Strategic Plan, we agreed that we had three strategic goals to achieve: Transforming the Delivery System, Managing a Population and Leveraging Relationships. Six work groups were established, each with a priority to explore and discern what the goals meant and how we could best achieve those goals. The teams are composed of Board Members, Physicians and Senior Leadership. The first 100 days were to develop the original work plan and in August the groups presented that plan and the results to the Implementation Oversight Team. It was obvious that much thought and hard work has been done and they deserved our praise and support as they now start the next 100 day planning cycle.

I am so pleased, not only with the time and effort everyone is giving but also with the collaboration of all members of this System as we work to be the best we can be. So much is happening in the health world and happening so fast, I don't know how our senior administrators keep up. We are truly blessed with top notch leaders who deserve our support and gratitude. If you go into our Administrative suite you will see a bee hive of activity and if loaded desks are a sign of genius, we have lots of them (geniuses that is).

One of our newest physicians, Dr. Joseph Kim, M.D. has already made his mark by performing the first endoscopic ultrasound (EUS) procedure in Bucks County. This procedure allows for biopsy of a suspected tumor without surgery. Our expertise in ultrasound has been recognized by the American College of Radiology for a three year period throughout the hospital.

Once again we are working with EMS teams to improve patient care. Our stroke team works with EMS to identify stroke and STEMI patients out in the field and send the diagnostic information to the ED. Once they get to the hospital the EMS personnel can take the stroke patient to CT and the STEMI patient directly to the Cath lab. The average Door to Stroke Alert has decreased from 11 to 5 minutes while Door to Balloon for STEMI has decreased from an average of 56 minutes to 41.5 minutes.

I am so happy to say that the Carol and Louis Della Penna Pediatric Center should be opening in about a month. On September 2nd, there was a reception honoring Carol and Louis Della Penna for their interest and significant gift which will be the base for an ongoing endowment for the Center. In the meantime, on September 7th the Pediatric Campaign Committee will raise funds at the Boardwalk Bash at Keenan Motors. I hope you had the chance to participate.

On August 7th more than 100 supporters turned out for the 23rd annual Doylestown Hospital Golf outing at Jericho National Golf Club. More than \$65,000 was raised for the Hospital. Almost 45 businesses also joined to support the outing.

Carolyn Della-Rodolfa
Vice President, Health Services

VIA of Doylestown
595 W. State Street
Doylestown PA 18901

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September

| | | | |
|----|------------------------|--------------|----------|
| 16 | JLMH Committee | JLMH | 10:00 AM |
| 17 | Marketing Committee | Conf. Room A | 11:30 AM |
| 18 | Membership Committee | JLMH | 9:30 AM |
| 30 | VIA Board Meeting | JLMH | 8:30 AM |
| 30 | New Member Orientation | JLMA | 10:30 AM |
| 30 | Bylaws Committee | Conf. Room G | 1:00 PM |

October

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|----|------------------------|-------------|----------|
| 7 | Membership Meeting | JLMA | 12:00 PM |
| 9 | Fundraising | Conf Room B | 9:30 AM |
| 14 | Designer House Meeting | JLMA | 10:00 AM |
| 21 | JLMH Committee | JLMH | 10:00 AM |
| 28 | VIA Board Meeting | Conf Room K | 9:00 AM |
| 28 | Bylaws Meeting | Conf Room K | 10:30 AM |

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