
VILLAGE IMPROVEMENT ASSOCIATION OF DOYLESTOWN



July 2014

How wonderful it is to welcome another summer into our lives. May you all enjoy the return of warm, sunny days and the anticipation of relaxing times spent with family and friends as you make precious memories.

A big thank you to all who were in attendance at our June 3rd Luncheon at the Doylestown Country Club where we witnessed the installation of the VIA officers for the 2014-2016 term. The luncheon Committee, headed by Marilyn Mele and Anne Sweeney deserve our heartfelt thanks for overseeing the many details that helped to bring about such an enjoyable day. The beautiful table arrangements, compliments of the very creative and talented Floral Arts Committee, were headed up by Co-Chairs Maureen Casey and Arlene Ferguson, Thank You.

Our three Hannah Pollack-Laura Haddock Scholarship Awards, \$2,000.00 each, were presented to Sarah D'Souza, Central Bucks East, Lisa Thein, Archbishop Wood and Zoe Barbati, Central Bucks East. The Ruth Boland Memorial Nursing Scholarship was presented to Kelsey Cummings, Central Bucks East. Thank You to the Education Committee, chaired by Mary Ellen Stanton for their dedication in reviewing and selecting these very worthy recipients. The H.O.B.Y. (Hugh O'Brian Youth Leadership Award) was presented to Andrea Jakubowski, a junior at Central Bucks East. Thank You to Audrey Tucker for overseeing this award process.

On June 18th, Jim Brexler hosted a luncheon to celebrate the fabulous success of the 39th Bucks County Designer House & Gardens under the leadership of Joyce Hanson and her committee. We were excited to hear that over 8,500 visitors toured the house. It is apparent the untold endless hours of hard work and dedication will result in a nice return of our efforts as we anticipate giving a generous contribution on our fourth year of our five year \$1,000,000 pledge to the VIA Maternity Center. In addition, Designer House proceeds support the James-Lorah Memorial Home and several of our VIA Committees that serve our community. Now, with one year to go on the pledge, I urge you all to join in as we support the indefatigable 2015 Designer House Chairman, Jean Upton as she rises to the challenge of leading us all toward another successful Designer House year.

Lastly, a special thank you to those VIA members who represented the VIA on June 20th at the third annual Bucks Knocks out Hunger sponsored by the United Way. Food stuffs were packaged and readied for distribution to local food banks. Sadly, it is reported that one in ten Bucks County residents suffers from hunger. Next year we look forward to more joining in on this very worthwhile event.

I wish you all the very best for your summer of 2014.

Linda McIlhinney

VIA President

Membership Handbook

Cory H. Schroeder

The handbook is underway! Copy, type spacing, and layout are all part of my background, so it is fairly simple... If I have all the information I need. Please be sure you have your 2014-15 committee lists in to Mary G. **Be sure to pay your dues** to be listed in the membership book! Books will be mailed in September.

Bylaws Corner

Georgia Ford

The Bylaws Committee has had a busy few months. A mentoring system has been added to the Policies for the outgoing treasurer to be available to the incoming treasurer for the first year, guaranteeing a smooth transition. In the fall we will continue our discussion on how to implement term limits for committees. And at the most recent VIA Board meeting, a motion passed to name the new Marketing Committee a standing committee of the Board with market-related committees serving as sub-committees. At our October general membership meeting, you, as VIA members, will have the opportunity to vote on this change to our Bylaws. More information will follow in future newsletters. The Bylaws Committee also said goodbye to three of our long-serving members: Barbara Botto, Phyllis Morris and Karen Simon. Thanks, Ladies, for your commitment to the Bylaws Committee.

Fundraising Committee

Sharon Orr

The Fundraising Committee is excited to announce that we will be participating in the Doylestown Art Fair on September 13th & 14th. This is a great opportunity for the VIA to let the community know we are celebrating 120 years of service to the Doylestown community. We will be manning a booth and need volunteers to help for an hour or two. Call or email Sharon Orr if you are interested in helping out. Orrteam3@gmail.com or 215.340.0817.

You shop Amazon Donates: Amazon.com has a new program called AmazonSmile that allows users to select a charity and donate a percentage of eligible purchases to that charity. Since the VIA is a 501(c)(3) charity we are eligible to receive donations from this program.

AmazonSmile is a website operated by Amazon that lets you enjoy the same wide selection of products, low prices, and convenient shopping features as on Amazon.com. The difference is that when you shop on AmazonSmile (smile.amazon.com), the AmazonSmile foundation will donate 0.5% of the purchase price to the VIA. We will be talking more about this new fundraising program in the fall but you can start supporting the VIA now by shopping at smile.amazon.com.

To start supporting the VIA simply follow these directions:

1. Go to www.smile.amazon.com. You will be greeted by a page that gives an overview of the program.
2. Go to the "pick your own charitable organization box" and type in "Village Improvement Association of Doylestown" and click search.
3. Select Village Improvement Association of Doylestown.
4. Once selected a box will open thanking you for shopping at AmazonSmile along with an AmazonSmile link that can be moved directly to your bookmark bar.
5. You can now begin shopping and then proceed to "checkout" when you are finished shopping.

JLMH

Phyllis Morris

Our James-Lorah Memorial Home Executive Committee met in June to review the budget for 2014-2015. A major item discussed was the repair and painting needed on the exterior of the house. This project will be completed before winter, if all goes well.

Also discussed, was the landscaping of Sarah James gravesite. We have a group of committee members who have volunteered to look after the family plot at the Doylestown Cemetery. This site is on the cemetery's tour and we have plans to engrave a stone letting visitors know Sarah's connection to the VIA.

The committee is also looking into participating with the Fundraising Committee, at the Doylestown Art Festival in September. We are looking forward to having the house open for a tour this coming year as well.

Lots to think about and plan even in the summer months. Take time to relax and enjoy the rest of the summer with family and friends. See you in September.

40th Bucks County Designer House & Gardens

Jean Upton

The 2015 Designer House is already underway. The Designer House committee is pleased to have Joy Levy as the 2015 Vice Chair. Joy brings a wealth of experience having been a previous Designer House Chairman in 2007. Her most recent contributions in the area of Marketing and the development of our new website have helped improved the exposure of the Designer House in the community and greatly contributed to our increased attendance in 2014. Thank you, Joy, for taking on this important role!

On June 17th, a focus group was held with ten designers from the 2014 house to gather specific recommendations for process improvements and to solicit ideas for 2015. Their comments were discussed and will be developed further by the responsible committees.

On Wednesday, June 18th, approximately 40 current and future committee members attended a pre-2015 kick-off meeting. The group voted on recommendations for the 2015 Designer House committee on event dates, hours of operation, ticket pricing and 2015 themes. Final voting will take place in August.

Anyone interested in joining the 2015 Designer House committee is asked to complete a signup sheet listing your areas of interest and skills. Committee positions will be filled over the next few weeks. To obtain a copy of the signup sheet, please contact Jean Upton at upton1@verion.net.

The committee is looking for our 2015 site. If you hear of any interesting and suitable properties, please let us know. Our own VIA members are always instrumental in helping us locate our next Designer House – so keep your ears open!

***** HELP WANTED *****

Want to help the Designer House but need to be able to work on your own schedule? If you are comfortable working in MS Office programs and are interested in learning new software, then do we have a deal for you! Help us integrate and update our Designer House customer contact information into our Salesforce database. You can start out with a trial of one data set and see what you think. We need everything from simple data entry (typists) to System Administrators. If you're interested, please contact Jan Cope, janbcope@verizon.net.

And thank you to this year's wonderful volunteer typists: Charlotte Keenan, Helen Hammes, Rhea Brown, and Wendy Mayers.

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, 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.

Veterans Committee

Jan Cope

We're working with 6 different charities this year: the Bucks County Veterans Van (our 2014 Petite Luncheon speakers), the "Books for Soldiers" program, our committee-sponsored Get Well cards for veterans, the air base's "Project Hero" custom cycling effort, "A Soldier's Hands," and the Washington Crossing National Cemetery. That's a lot, but we've chosen worthwhile programs where little donations can go a long way.

Our committee will be meeting in August to plan the Petite Luncheon and our fall activities. As always, we will be supporting events around Labor Day and Veterans Day. If you'd like to join us (or join the committee), just let me or one of our members know.

Finally, as usual, we will collect donations at the October and November general meetings. You may also send your donation to the VIA office. And, as always, thank you for your care and generosity! This is one more way the VIA makes a difference in our communities.

VIA was in the house!

Cory H. Schroeder

Our VIA was represented by a number of our ladies volunteering for BKO - Bucks County Knocks Out Hunger, sponsored by the United Way, held on June 20th at Del Val College. It was a great day for all ages.

More than three hundred people came together in two shifts to package meals for those in need in Bucks County. Many turned out in matching shirts sporting the name of their business or organization to create an impressive show of support. Tables were set up to facilitate production teams and over 100,000 meals were packed in three hours!

Compliments were given to the VIA for hosting the first of these events at the JLMH on Martin Luther King Day in 2013! My hope is an even larger VIA representation at next years event.

Help Needed:

Shuttle Liaison Person to oversee the Pine Run Shuttle service for each monthly VIA Meeting.
Interested: Please contact Liz Fetterman for details @ 215.345.0519 or email: glma3998@msn.com.
Thank You for your help.

1895 Society

Joan Parlee

We are now at the end of the second year of the Then, Now and Forever for the unrestricted endowment of the VIA. The income from these investments provides the money necessary to keep the VIA running. You all receive a copy of the budget and see the many expenses the VIA incurs each year. It is vital to build the endowment now and into the future. We should have 100% participation by VIA members in the campaign. VIA members are receiving calls now to encourage donations at whatever level is comfortable. Please give this your heart felt consideration.

Our sincere thanks to all who have already contributed!

Donations may be sent to:

VIA of Doylestown

595 W. State St, Doylestown PA 18901

Payable to: VIA of Doylestown, write TNF on memo line

SAVE THE DATE

Cardiac Cook-Off

Presented by Friends of the Heart Institute of Doylestown Hospital

Tuesday, October 14, 2014 - 6pm-10pm @ Doylestown Country Club

Benefits the Richard A. Reif Heart Institute

Come join the fun as Doylestown Hospital cardiologist's pair with top chefs from Slate Bleu, The Standard Club, and Caleb's American Kitchen

Marketing

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, contact me if you are an interested VIA member.

If you are out in the community and representing the VIA, the Marketing 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, contact me at ngimbol@eastburngray.com.

Membership

Lee Scheeler

Join us in welcoming the following eight new members to our organization:

Linda Baker	Loretta Catrambone
Rebecca Dragos	Jessica Forsell
Susan Halstrick	Jessica Leigh
Kathleen Murray	Sylvia Roman

We look forward to seeing you all at our meetings this fall. If you know of anyone interested in joining the Village Improvement Association please have them contact me. It is the responsibility of each and every member to help increase our membership yearly.

HEALTH SYSTEM REPORT

In the President's Report, I include brief items about external and internal events that have impact or provide insight into the work we do as a health system. In recent weeks, it has become increasingly difficult to delineate between external and internal happenings when it comes to our marketplace.

The same market factors that have shaped our strategic plan are impacting others in the healthcare business. In fact, no hospital, health system, physician practice, network, or insurer is immune from the quality and economic pressures to improve care promote wellness and drive down costs.

Insurers and employers are interested in establishing narrow networks for specific kinds of care and establishing performance incentives and risk sharing contracts. Neighboring hospitals and health systems are creating alliances to leverage and or share costs, or finding partners.

The challenges and opportunities seem to change daily. Through it all, however, our strategic planning work teams are hammering out solutions and new ideas so that our health system will remain relevant and indispensable when the dust clears. Teams are working to improve our systemness behavior, create new financial models, identify clinical gaps, coordinate care, and align all our physicians for clinical and financial integration and develop information technology to support our new business model.

I wish I could predict with certainty what the marketplace will look like in the next months or years. There is only one thing about which I am certain: Our health system is in a relatively strong position to determine our own destiny. All the major healthcare "players" in the market have come to our door in one way or another to explore the possibilities. Meanwhile, our day-to-day operations continue to produce high quality, low-cost services – a critical success factor for any strategy.

There are a few external and internal events that follow this letter, but none have greater impact than the work being done by our strategic planning initiative.

Jim Brexler

I thought Jim's letter was so concise that it would explain things better than if I were to try to extrapolate. The one thing that has become clear with Jim's discerning eye is that we are more than just individual parts, instead we are a System.

Therefore, I refer to the Annual meeting, where the "Systemness" work group submitted a Mission, Vision and Values statement for the System. Also presented by Marketing was a name for the System which has a high degree of recognition. That name is Doylestown Health. Both presentations were unanimously approved by all Board members present and you will now see our Health System referred to as Doylestown Health.

There are many changes on the health care horizon and I believe we are situated in a very favorable position. The Strategic Planning work groups are working to make sure we remain Relevant and Indispensable.

More to come in the future! If you have any questions or concerns, I will be happy to address them.

Carolyn Della-Rodolfa

July

16 Marketing
29 VIA Board

Conf Room A
Conf Room K

11:30 AM
8:30 AM

August

Summer Vacation

September

8 Finance
9 Designer House
10 Welfare
11 Fundraising
16 JLMH
18 Membership
30 VIA Board
30 Bylaws

Conf Room B
JLMA
Conf. Room A
Conf. Room A
JLMH
JLMH
Conf. Room K
Follows Board mtg

11:00 AM
9:30 AM
9:00 AM
9:30 AM
10:00 AM
1:00 PM
8:30 AM

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