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From The VIA President

Joyce A. Hanson

As I am sure you are very well aware, construction at the Doylestown Hospital is in full swing. This means we are going to be inconvenienced in numerous ways for the next year or two. I ask that each of us be patient when coming to the hospital for meetings; plan ahead to arrive earlier than usual, as parking is a challenge. If you are unable to find a parking spot in one of the lots near the entrance, your options include the parking lot near the helicopter area where shuttles will bring you to the main entrance of the hospital, parking in the Parking Garage, or if all else fails, using the complimentary valet service.

It has been brought to my attention that some VIA members are concerned that the Past President’s plaque, located in the rear lobby of the hospital, has been moved. Please understand that with the ongoing construction, everything is subject to being moved and/or changed. I assure you that our President’s plaque will be located in a very prominent place once the main lobby is completed. However, we again need to be patient, as this will not occur until the final phase of construction. Another concern is the President’s Garden. Again, be assured that the garden will also be located in a more prominent location once construction is complete. I ask that you contact ME, if you have any concerns. As President, I will do my best to address any issues or concerns. The hospital administration has many challenges with the construction, therefore, we do not need to burden them with issues that the VIA has already addressed with them.

In celebration of the Doylestown Township Bicentennial, the township invited the VIA to submit a donation that symbolizes our connection with the township. As the organization that governs Doylestown Health, located in the township, we provided our 2018-2019 VIA Membership Directory for the time capsule. *(Continued on page 2)*

VIA Officers

VIA President	Joyce A. Hanson
1st Vice President	Barbara Ann Price
2nd Vice President	Helen Hammes
Recording Secretary	Connie Ocelus
Corresponding Secretary	Joy Levy
Treasurer	Ruth Carlson
Assistant Treasurer	Beverly Harvey

VIA of Doylestown

595 West State Street, Doylestown, PA 18901
215-345-2347 | VIA-Doylestown.org

VIA Treasurer's Report

Ruth Carlson

For month ending	Aug 31, '18	Jul 31, '18
Current Assets	\$85,244	\$101,023
Long Term Assets	\$340,056	\$338,191
Total Assets	\$425,301	\$439,214
Income YTD	\$17,146	\$13,088
Expenses YTD	\$25,336	\$6,465
Change In Net Assets	\$(\$8,190)	\$6,623

From the VIA President – Continued from Pg. 1

The directory is a comprehensive document that includes our history, our monthly membership meetings, the numerous VIA committees, and the names of the 2018-2019 members. In December 2018, the time capsule will be buried on the grounds of the new township building and will not be opened until 2118.

At our October Membership Meeting, Marianne Chabot and Carolyn Kozakowski were nominated and elected to serve on the 2018-2020 Nominating Committee. Marianne and Carolyn will be joining board members Jan Cope, Sandy Homel, Chris Thompson, and Cory Schroeder on this committee. Congratulations and *Thank You!*

November brings not only cooler weather, but also another busy month.

- Our annual Petite Luncheon, held at the hospital on November 6, was very successful. Sheri Putnam, Vice President Strategic Initiatives and VIA member, provided a very informative program.
- Then on November 9, the 17th Annual Circle of Life Auction and Gala will be held at the Doylestown Country Club. Proceeds from this event benefit Doylestown Health's Cancer Institute and Doylestown Hospital Hospice.
- In anticipation of the upcoming holiday season, our Social Committee has scheduled an

enjoyable afternoon to see the *Andrews Sisters Christmas of Swing* on Sunday, November 18, at the Montgomery Theater in Souderton from 3 to 5 pm.

Be sure to check the VIA calendar in the "For Members" section of the website for the time and location of our many other activities.



(L to R) Jan Cope, LaFaun Reed Kahn, Joyce Hanson and Helen Hammes staff the registration table (covered with the new table cover showing the VIA logo) at the Mental Health Symposium that was held on October 6 at the Health & Wellness Center in Warrington.

Of Special Note

Calling all knitters (crochet is fine too!) and those with a kind heart!

As mentioned in previous newsletters, the VIA is creating care bags for babies born at Doylestown Hospital with Neonatal Abstinence Syndrome. We are asking that members who love to knit create hats and bibs or consider

donating other items such as onesies, toys, or books. Pine Run administrators are creating blankets and Pine Run residents have been asked to also donate toys and books.



Doylestown Health System Report

Joan Parlee, Vice President Health Services

Welcome to a beautiful fall season! We are now back in full swing after a slightly reduced summer schedule.

The Trustee Education for October was presented by CEO Jim Brexler and CFO Dan Upton. In June the Board approved a FY2019 budget that included a \$3.2M (-0.9%) loss from operations. It was clearly understood then that a revised budget for 2019 and a 3-year forecast would be forthcoming. The new figures have now been presented to achieve a positive operating margin in FY 2019 and help us achieve the target of an operating margin within 5 years equivalent to a Moody's A-rated health system (2.2%).

Among the immediate items that will impact 2019 is the timing of the GI procedure rooms conversion from hospital based to ambulatory surgical center standards and pricing. Other actions will improve efficiencies and productivity. For 2019 an improved Operating Margin, moving from negative 0.9% to positive .06% is being sought. For the 3-year forecast the five work groups have plans for calculated cost savings and strategic revenue growth. A motion to approve the report of planned activities to eliminate the prior deficits was approved unanimously.

A motion was also approved for the programs and policies of the Home Health and Hospice division.

Dr. Levy reviewed the metrics used to analyze patient safety and quality of care measures. These goals may be changed if the Board has a preference for other measures. After review, the current targets for performance were approved.

Sara Moyer summarized key points from the Patient Safety Committee report. First the length of stay for patients in the Emergency Department waiting for inpatient beds is longer than expected. This is partly due to the fact that Doylestown Hospital does more of the preliminary assessing and testing in the ER, before patients are sent to the floor, than most other institutions. Also the delay is the result of the temporary loss of fifteen beds due to construction. Second, in August 2018 the protocol of Delayed Cord Clamping (to thirty seconds after birth) was initiated. This is now recommended by the American College of Obstetrics and Gynecology. The new protocol has proven very beneficial to the newborns. The third point addressed the work of the Patient and Family Advisory Council. Recently they worked with the Dementia Task Force to provide education for caregivers of dementia patients.

Our auditors, Grant Thornton, recommend a change in the way cash is presented on the Hospital Balance Sheet. This change does not impact the Doylestown Health System cash balance. For FY 2019 the process will be revised and Doylestown Hospital will reclassify cash on the Hospital Balance Sheet and show the amount as Due to Related Entity on DH Physicians Balance Sheet. Hospital results are down for the June-September 2018 period. Pine Run results are up nicely for the same period. Income from Operations for Pine Run is 29% favorable to the budget and the Operating Gain is \$68K favorable to the budget. The results for DH Physicians for the 3 months have improved.

There are 6 new practices. For the first quarter of FY2019 the ongoing practices of DH Physicians performed 6% favorable to the budget. Funded Depreciation and Foundation Investments total \$102.7M in market value, an increase of 1.94% since June 2018. The market value of the Pension Fund assets has increased by \$378.9 since June 2018. All bond covenants were met.

The Medical Executive Committee brought forth 3 physicians for approval of privileges. The motion was approved. Four Advanced Practice Providers were also approved. A list of physicians for reappointment was presented and approved. The Medical Executive Committee made a motion for the temporary suspension of a physician's privileges after a peer review process supported by the Medical Staff leadership. The motion was approved. The Medical Staff Committee has clarified a Medical Staff rule whereby a physician who treats a patient, regardless of their ability to pay, is obligated to provide care to the patient for up to ninety days past the initial evaluation for that acute episode.

It is certainly a challenge to keep up with all the shifting facets of health care today. Our staff and the Board are working very hard to maintain the best paths forward for Doylestown Health.

Events and Activities

General Membership Meeting

December 4 / 1:00 pm / JLA

The Bucks County Gilbert and Sullivan Society will be the main attraction at the December VIA Membership Meeting. A small ensemble with piano accompaniment will present short scenes and favorite musical selections from some of the best-known Gilbert and Sullivan classics including solos, duets, trios and quartets from *The Mikado*, *H.M.S. Pinafore* and *The Pirates of Penzance*. They will also include at least one sing-along selection.

"The Andrews Sisters' Christmas of Swing"

Sun., Nov 18 / 3:00 pm / Montgomery Theater

The Andrews Sisters – Patty, Maxene, and LaVerne – are preparing to lift the spirits of America's soldiers with a show full of Christmas songs, swing tunes, and special appearances by their friends Danny Kaye, Bing Crosby, and Abbott & Costello. Christmas of Swing is a joyful celebration of music, family, and patriotism that mixes great holiday songs and comedy sketches with actual letters from real World War II G.I.s. It's an afternoon of wonderful entertainment and a tribute to the men and women of the greatest generation. This event is now sold out.

Longwood Gardens Christmas

Sun, Dec 9 / 12:30-8:30 pm/Longwood Gardens

This event has sold out. For those who are registered, please meet in the parking lot behind the Montgomeryville Home Depot (751 Horsesham Rd, Lansdale 19446) which is part of the Water Tower Square Shopping Center. The meeting area is near the corner of Montgomery Glen Drive and North Wales Road. If you plan to travel from Doylestown on old Route 202, turn left on Montgomery Glen Drive before the Frank Theater sign.

The bus will leave at 12:30 pm and return at about 8:30 pm. It will arrive at Longwood Gardens at approximately 2:00 pm. Plan to dress for the outdoors. They are open rain or shine. Have from 2:00 pm through 7:00 pm to stroll the grounds and have dinner (*at your expense*).

Committee Updates

Designer House

Sandy Homel

Stone Ridge Farm, located in Hilltown Township, is the site of our 44th Bucks County Designer House & Gardens. The property, once Pearl S. Buck's dairy farm, is situated across the road from her homestead. Buildings include a stone farmhouse dating to 1791, a 10,000 square foot converted barn that currently serves as a 10-room bed and breakfast, caretaker quarters, a studio/event center, a seven-stall horse barn, and a large garage.

VIA members are encouraged to join one of the many committees that collectively work together to support the largest fundraiser for our organization. Proceeds will support the capital campaign for the Center for Heart and Vascular Care at Doylestown Health and the VIA Mission. The boutique committee and the operations committee both can benefit from greater participation. Please contact the committee chair to express your interest in being involved.

The property is approximately 7.5 miles from Doylestown Hospital and a short distance from Route 313.

The Empty House Party will be held on Sunday, February 24 | 2 – 5 pm. Tickets will be available for purchase online by December 1, 2018. The EHP committee would greatly appreciate the generosity of every VIA member in helping to make the 2019 EHP a success. When you attend the Nov. 13 or Dec. 11 monthly meeting, please bring one bottle of wine as your contribution to support the mission of the VIA and the Center for Heart and Vascular Care at Doylestown Hospital - our largest community project to date. Thank you so much.



Tour tickets for the 2019 Designer House will also be available for sale at the VIA December Member Meeting.

Education

Arlene O'Hara

An informal luncheon meeting was held on October 1 to introduce new committee members. The meeting provided a welcoming atmosphere for the new members to socialize and learn from seasoned volunteers about the various committees. President Joyce Hanson was invited, where she graciously answered questions and welcomed the new members.

The committee will meet again on May 14, 2019.

Fundraising

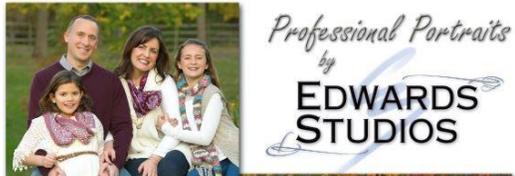
Cory H. Schroeder

Thanks to all who took advantage of the UNOs fundraising event. I believe we had a good turnout for eat-in, take-out, and delivery! No word on the tally yet but I'll bet we made our 20% goal of \$1,000 in total sales.

Now....Get ready for some fun that will help your holiday shopping and the VIA!

Portraits For The Holidays!

When was the last time, *if ever*, that you had a



Today is the right time to preserve your Family Heritage. Something formal or casual. Everyone together or just the children. The easy part is choosing the right Portrait Artist.



A Special Offer . . .

Available ONLY through THE VILLAGE IMPROVEMENT ASSOCIATION

In Studio or Garden Family Portrait Session and an Eight by Ten Professional Family Portrait **\$50**
Regular Value \$170

Includes: a Phone or In Studio Consultation with Your Multi Award Winning Photographer, Bill Edwards; Extended Family, Immediate Family, Children Only etc. Never any extra charge for additional subjects. Other options available.

Entire \$50 fee is donated to THE VILLAGE IMPROVEMENT ASSOCIATION

MORE INFORMATION ON REVERSE SIDE
SIGN UP BY NOVEMBER 30th
FOR MORE PORTRAIT IDEAS
VISIT: facebook.com/EdwardsStudios




family portrait taken? With family members visiting before the holidays, or a special anniversary or other occasion coming soon, you may be looking for a unique gift for family and friends. We have the perfect solution!

Bill Edwards of Edward’s Studio, 104 E. Butler Ave, Doylestown is offering VIA members and friends a special opportunity—get your family and personal portraits done for the holidays. Please schedule your appointment no later than November 30. The \$50 sitting fee, which includes a free 8 x 10 portrait (a \$90 value), will be donated directly to the VIA! Please make your check payable to the VIA and note “Sitting Fee” on the memo line. To schedule an appointment, call 215-527-8325, visit tave.com/edwardsstudios/contact/via or complete the form at the end of the newsletter and bring it along with a \$50 check payable to the VIA to the VIA Office. For more information, contact Sandy at Homelsmk@verizon.net

Shop For The Holidays And Help Third World Countries!

You may already be familiar with *Ten Thousand Villages* stores. They enable citizens in third-world countries to earn a fair wage by selling their crafts. Shoppers will find a wide variety of great handcrafted gifts (e.g., jewelry, clothing, rugs, misc) for every occasion at this store located just 11 miles from Doylestown Hospital.

During the week of November 12 - 16, the VIA will receive 20% of all purchases (10% for rugs) made by shoppers at the Ten Thousand Villages store located at 781 Route 113, Souderton, PA. Please designate the VIA as your non-profit of choice. You can shop during regular store hours (10 am – 8 pm) on these days or stop in during the **VIA’s “focus time”** on Tuesday, November 13, 3 - 8 pm when the store will provide free coffee to shoppers and the VIA will staff an information table and provide cookies & pretzels.

Note: *The Ten Thousand Villages store in Peddlers’ Village does NOT participate in fundraising promotions.*

Holiday Cookie Sale

Our yummy cookies and other goodies will again be available at the December Member Meeting. We will be



This holiday season Ten Thousand Villages in SOUDERTON is hosting holiday shopping that benefits local nonprofit agencies.

We will donate **20 percent** of the value of your purchase and **10 percent** of your oriental rug purchase **during the week of NOVEMBER 12-16 to**

Village Improvement Association of Doylestown

595 West State Street
Doylestown, PA 18901
VIA-Doylestown.org

Enhancing the health and welfare of Central Bucks County and surrounding communities

Please join us and make a difference in your community and the world.



Ten Thousand Villages
781 Route 113
Souderton, PA 18964

Nov. 12-16
Hours: Mon-Fri, 10-8

asking volunteers to help bake festive treats (no store-bought, please). Drop-off for cookies will be Monday, December 3 | 9 - 11 am, at the curb of the JLA. Anyone not able to drop-off at that time may bring items to the VIA office by 8:15 AM on December 3.

#GIVING TUESDAY

Giving Tuesday is held on the Tuesday following Thanksgiving. It began in 2012 by the United Nations Foundation and the 92nd Street Y as a counter to commercialization and consumerism in the post-Thanksgiving Season and is a day to commemorate gifting to your favorite charities.

This year we would like to ask you to support one of our biggest, and perhaps most moving, ventures to date – our special opioid project to support babies born at Doylestown Hospital with Neonatal Abstinence Syndrome (NAS). We will be creating care bags to give to mothers of babies born with NAS upon discharge from Doylestown Hospital. These bags will include items such as blankets, books, toys, nursing supplies, hygiene products, clothing, diapers, breast pumps, pacifiers, slings and more.

Donations to the VIA may be designated for specific areas of need or remain unrestricted. Some areas that you may also choose to support with your donation are:

- Welfare Fund – provides support for a variety of needs such as financial assistance for fuel, rent, food, prescriptions and much more.
- Teen scholarships for high school students pursuing an education in the medical field.
- Women’s Scholarships for adult women who are educating themselves for a return to the workplace or a better position in their chosen field.
- Community Response Fund – recognizes nonprofit organizations’ projects deserving of assistance.

Please consider supporting the VIA on Giving Tuesday or any other day; your gift can make a big difference in the lives of members in our community. You can donate through the VIA website - VIA-Doylestown.org/support-the-via/donate-now, or by check (a donation form is available on the website or in the VIA office).

If you have any questions, please feel free to call, text, or email Cory H. Schroeder at 215-796-1795 or coryxa6254@gmail.com. Thank you very much for your support!

The Poinsettia Sale Is Back!

We are happy to announce that, once again, we are selling poinsettias to use in your holiday décor and for gift giving.



They are exceptionally lush, beautiful plants that are available in two sizes - small (6” pots | 4-6 blooms) and large (8” pots | 12-15 blooms) with three color choices – Red, White, and Pink (only in small). Our prices increased slightly to \$13 and \$25 for small and large sizes, respectively. Cash and checks payable to the VIA will be accepted. Orders may be placed now or at the November and December VIA Member Meetings. All ordered plants may be picked up on Wednesday, December 5 or Thursday, December 6 from 9 am to 3 pm in the Wound Care Center Lobby at Doylestown Hospital. Look for the order form at the end of this newsletter or at the VIA Member meeting. Contact Georgia Ford at ghford7@yahoo.com for additional information.

Before you shop at Amazon.com for this holiday season, please read this!

With the holidays upon us, you'll prob-



ably be using your Amazon account a little more than usual. Please remember to support the VIA and encourage your family and friends to do the same. **It's so simple!** Amazon offers a donation program to support non-profit organizations called AmazonSmile. They donate 0.5% of eligible purchases to the charity **you** select.

- 1) Visit smile.amazon.com.
- 2) Sign into your account
- 3) Go to the “pick your own charitable organization box” and type in “Village Improvement Association of Doylestown” and click search.

- 4) Select Village Improvement Association of Doylestown.
- 5) 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.
- 6) You can now begin shopping and then proceed to "checkout" when you are finished shopping.

Please also encourage friends and family to use this and support the VIA during the holiday season and all year long.

Many more fun things are in the works and we will keep you posted on descriptions and dates. For any questions, please contact me at 215-796-1795 or coryxa6254@gmail.com.

Home Life

Kathy Lambert



(L to R) Mary Ellen Stanton, Maureen Casey, Debra Renner, Kathryn Lambert-Home Life Chairman, Terry Steinberg - Vice Chair, Pamela Good, Jean Leister, Clara Smith, Alberta Brecht, Janet Punzak.

Denise Fingleton, beloved VIA member, passed away last November. Denise was devoted to the Home Life Committee having been the Chair for many years and then later the Co-Chair until her passing. Denise enjoyed all aspects of the committee, but was especially fond of visiting the lonely residents of both Pine Run and Pine Run Lakeview who did not have family members any longer. She was also beloved in the community. Her church created a memorial garden in her honor. The dedication was

October 13 and the Home Life Committee participated in the dedication and presented flowers at the memorial in her honor. She is deeply missed.

Home Life Bake Sale

The annual Bake Sale will be held on Thursday, Nov. 15 at the Pine Run Health Center located at 777 Ferry



Road, Doylestown, PA 18901. Bake Sale proceeds are used to buy holiday gifts for each resident. Drop off locations are: VIA Office, 595 West State Street, Doylestown (8:00 - 8:15 am), or anytime after 9:00 am on Nov. 15 at the Pine Run Health Center. The generosity of the membership is so appreciated and the committee thanks all. Any questions please contact Kathy Lambert (215-794-1280) or Terry Steinberg (215-420-7423).

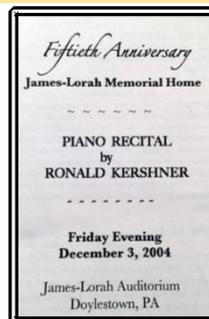
James-Lorah Memorial Home

Helen Hammes

At the October committee meeting, we learned that the annual maintenance walk through with our contractor/consultant, Andy Happ, revealed only minor maintenance issues and they are being addressed. The house is in good shape! Progress on Phase 1 of the Master Landscaping project was also presented. Members are working on the various projects to ensure the property is in top form for our 125th Anniversary in 2020.

We extend our wishes to all for a bountiful Thanksgiving!

From the Archives...



On Friday evening, December 3, 2004 a 50th Anniversary event was held to celebrate Sarah James' bequest of her home to the VIA. A candlelight tour of the house and a dessert buffet was followed by a piano recital in the auditorium by Ron Kershner.

The program consisted of Impromptu, Op. 142, No. 2, (Franz Schubert), Nocturne No. 5 (John Field), Nocturne, Op. 9. No. 1 (Frederic Chopin), Nocturne, Op. 54, No. 4 (Edvard Grieg), Nocturne, Op. 27, No. 1 (Frederic Chopin), Notturmo (Ottorino Respighi), Aeolian Harp (Henry Cowell), Bethena, A Concert Waltz (Scott Joplin), In Blues Tempo, Op. 20, No. 2 (Samuel Barber), and Two Jazz Preludes (George Gershwin). It must have been a magical evening recreating a social soiree for which the James family was noted!

Marketing

Allyson Gilmore

In appreciation for your commitment to this vital organization, all members in good standing who attended the October VIA Membership Meeting received a pin with the new VIA logo. If you did not attend the October meeting and would like one, not to worry, they will be available at all membership meetings throughout the year. Or, if you are in the hospital, you may stop by the VIA office to pick one up. Please wear it proudly to promote our organization and the important work we do throughout the community. We hope this symbol of our efforts will encourage the start of conversations regarding the VIA's mission, our rich history, and membership. Furthermore, wearing these pins will gain us not only name recognition but also connect a friendly face to our cause within the community.

To effectively make sure that all of our members and the community are aware of our events, we need you to keep us aware of all upcoming events. The Marketing Committee has been charged to create **ALL** VIA flyers so we have a consistent look and message (plus it takes the effort off of your committee). We will also post your event on the VIA website, send out information through social media, and send

press releases to the media. Letting us know early in the process will help us create the best materials. After an event occurs, please send us your pictures and stories so we can tell the world about what the VIA is doing to fulfill our mission!

Contact Allyson Gilmore at agilmore@dh.org regarding all VIA events.

Membership

LaFaun Reed Kahn

“Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in.” - Unknown

Please join me in welcoming the following new members who have “voted” to serve our community through the VIA.

Susan McMahon lives in New Hope and taught in Radnor Township for 38 years before moving to Bucks County. Susan has already joined the Designer House effort as a member of the Landscaping Committee.

Mary Fisher lives in Sellersville and is a PhD Biochemist whose work experience includes a Professorship at Temple University and clinical research and regulatory affairs at Merck. Mary enjoys reading and gardening and is interested in the Designer House.

Molly Gribb lives in Doylestown and is a retired Nurse Anesthetist and School Nurse. She is the mother of three grown children and is an active volunteer in Bucks County. Molly is interested in the Designer House Committee.

Our next committee meeting will be on November 8, 2018, from 10-11am in conference room C in the hospital. There will be no committee meeting in December. As always, any member is welcome to join us either as a guest or a new member.

If you know of a member who could use a card of encouragement or get well wishes, please contact Betty Schmidt or LaFaun Reed Kahn.

Welcome New Members

Mary Fisher	215-896-6920
Mary "Molly" Gribb	215-345-6986
Susan McMahon	267-743-2964

In Memoriam

Irene Remphrey October 1, 2018

Program Committee

Barbara Ann Price

We are beginning to plan for our slate of speakers and presenters for 2019-2020 and would like to hear from our members about the topics that are of the most interest. Please take a few moments and let us know.

Suggested 2019-2020 VIA Meeting Topics

1. _____
2. _____
3. _____

Please print and return your ideas to Barbara Ann Price or email them to bpdoylestown@gmail.com.

Strategic Planning

Barbara Ann Price

The Strategic Planning Committee requested the chairs of all the committees to list how the Mission, Vision and Core Values are being applied by their committees. This information will be collected and issued to all of the attendees at the Chairmen's Meeting on October 30.

Each of the five key subcommittees, *Overall VIA, Finance, Marketing/Communications, Membership and Opioid Projects*, is in the process of preparing their top three priorities for their committee to achieve over the next two years and they will be presented to the Strategic Planning Committee for incorporation into the 2018-2020 VIA Strategic Plan.

Additional funding for several items was approved by the Finance Committee including two retractable banners promoting the VIA mission

and vision and \$8,000 to redesign the VIA website for added functionality and ease of maintenance. The website funding was based on an estimate from the company that supports the Designer House website. This company has undergone recent organizational changes and the initial estimate may need to be revised and/or other companies approached.

The VIA vision and mission will also be incorporated into each issue of the VIA newsletter.

Marketing has been requested to develop a statement for the committee to use when the VIA is being acknowledged by recipients of donations. Marketing is also developing an "elevator speech" for VIA representatives to use when speaking with outside groups.

Beginning five years ago, the VIA began a journey, like many other nonprofit organizations, to establish a strategic plan. As mentioned in the October 2018 VIA newsletter, we have already accomplished many projects including establishing Strategic Planning as a standing committee. We thought now would be an excellent time to pause and answer some key questions our members may have about strategic planning. *So let's begin...*

What is Strategic Planning?

Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy. It may also extend to control mechanisms for guiding the implementation of the strategy. Strategic planning became prominent during the 1960s and remains an important aspect of strategic management. It is executed by strategic planners or strategists, who involve many parties and research sources in their analysis of the organization and its relationship to the environment in which it competes. While strategy has many definitions, it generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions. A strategy describes how the ends (goals) will be achieved by the means (resources). The senior leadership of an organization is generally tasked with determining strategy. A strategy can be planned (in-

tended) or can be observed as a pattern of activity (emergent) as the organization adapts to its environment or competes. Strategy includes processes of formulation and implementation; strategic planning helps coordinate both. However, strategic planning is analytical in nature (i.e., it involves “finding the dots”); strategy formation itself involves synthesis (i.e., “connecting the dots”) via strategic thinking. As such, strategic planning occurs around the strategy formation activity. Simply put, what is it our organization wants to accomplish with our limited resources and limited funds along with focusing on the communities’ needs as well as our mission and vision and how can we best implement our strategy or goals.

Why do we need a Strategic Planning Committee?

Strategic planning is important to an organization because it provides a sense of direction and outlines measurable goals. Strategic planning is a tool that is useful for guiding day-to-day decisions and also for evaluating progress and changing approaches when moving forward. The purpose of the Strategic Planning Committee (SPC) is to develop, on behalf of the VIA and the broader community, a 2018-2020 strategic plan. In doing so, the SPC will look to align the VIA’s Mission and Vision with key strategic goals and actions that we should focus on, at a community-wide level, over the next two years.

What is the Strategic Planning committee currently doing?

The Strategic Planning Committee is currently working on developing the strategic plan for the next two years. In order to accomplish this, we have evaluated our strengths, weaknesses, opportunities, and threats as we well as Doylestown Hospital’s Community assessments needs. At the Strategic Planning Committee meeting in September, five subcommittees were established and they are in the process of determining their top three priorities as well as developing implementation plans for the next two years. These committees are Overall VIA, Finance, Marketing/Communications, Membership, and Opioid Projects. We will provide fu-

ture updates as the committees develop their two-year plans.

What are the committee’s biggest challenges?

- Ensuring that all members understand the strategic planning process, including objectives and goal setting, and are engaged in its success.
- Engage in activities to establish the VIA as a well-known group through the Central Bucks Community
- Identifying future leaders of the VIA

Veterans

In May, Kathy Lambert, Jan Cope, and Joan Logrando, representing the VIA’s Veterans Committee, joined the Pine Run Villagers for their monthly veterans breakfast to deliver a \$100 check for plantings in the Villagers’ Veterans Garden. Each participant was given a “thank you for your service” memento and left a large bouquet of roses for display in the Hub.



Rose bushes donated by the VIA Veterans Committee in the Pine Run Veterans Garden.

Welfare

Marianne Chabot

On October 10, representatives of area social service agencies attended the Welfare Fund Committee’s annual meeting in the James-Lorah Auditorium and spoke about services they provided to members of the community.

We were impressed with their coordinated efforts to help those in need; often one agency arranged counseling services while another assisted with housing and another worked to obtain financial assistance. One example was a young man who had overcome drug addiction, served time in jail and was homeless. With the

aid of area agencies, he was able to move into an apartment, receive job training and obtain full-time work with benefits. He is now happily married and the father of two children.

The following were represented at the roundtable:

Lenape Valley Foundation – Offers services related to mental health, substance abuse, intellectual disabilities, and early interventional crisis team. Has a mobile crisis unit.

Ann Silverman Community Health Clinic - Free care to Bucks County residents in financial need. The clinic will add three new exam rooms to serve an increasing number of clients.

Bucks County Housing Group – Operates five shelters and 74 rental units. Most clients are working but still financially challenged. Funds used in shelters and to stock pantries.

Frank Gallagher, FISH – 100% funded by private donations. Provides emergency help for persons in need of shelter, food, transportation, utilities, and car repairs.

Jim Edelmayer, Meals on Wheels – Provides 70 meals per day, five days a week with volunteers covering ten routes. Meals are prepared at Briarleaf. Volunteers are needed.

Valley Youth House & The Synergy Project - Works with runaways and homeless youths and those being forced into sex traffic. Also, offers counseling to connect 18-21 years old with services provided by various agencies.

Coalition to Shelter and Support the Homeless - An alliance of faith-based and community service organizations assisting homeless adults in Central Bucks County. Shelters were open 78

nights during the winter of 2017-18. Van transports homeless to shelters.

Bucks County Opportunity Council, Inc. - Helps low-income families with rental and move-in assistance. Operates 40 food pantries in Bucks County.

Bucks County Intermediate Unit, Homeless Education Program - Provides funding for homeless kids to assure that they can continue their education in the school where they are enrolled. In 2017, there were 827 homeless students in Bucks County.

Women's Recovery Community Center - Houses 12 women in transitional living, some just out of prison, recovering addicts or victims of spousal abuse. Helps with job placement

Bucks County Drug & Alcohol Commission - Offers intervention for substance abuse and provides drug treatment. Provides Narcan to CB agencies, schools, EMT's.

St. Vincent de Paul Society - Funded by donations from Our Lady of Mount Carmel parishioners. Offers help with shelter, food, utilities, transportation.

A Student Support Counselor also spoke of her work with homeless families and those with financial challenges. She thanked the Welfare Committee for \$500 in Target gift cards used to purchase clothing, blankets and school supplies for a boy who, under tragic circumstances, came from Philadelphia to live with relatives in the CB School District.

Following the roundtable, the committee approved five referrals for rent and utilities.

Edwards Studios Village Improvement Association Portrait Fundraiser Sign-Up form

Name: _____ email address: _____

home phone: _____ cell phone: _____

Please Circle the best way to reach you above

Please write checks
directly to VIA

pmt to VIA
 promo code
 rep

Portrait Appointment Preference:

As Soon As Possible Later in the Fall Around the Holidays In the Spring or Summer

morning afternoon evening weekend

Inside Edwards Studios at Portrait Garden Other

We will first contact you for a consultation appointment here at the studio or by phone

Thank you for supporting Village Improvement Association and welcome to Edwards Studios. We look forward meeting you and your family.

Poinsettia Order Form

Size	Quantity			Price	Total
	Red	White	Pink		
Small - 6" pots with 4-6 blooms				\$13	\$
Large - 8" pots with 12-15 blooms			N/A	\$25	\$
TOTAL					\$

Name _____

Address _____

Phone _____ Email _____

Please return the completed order form with cash or check payable to the VIA to:

Village Improvement Association of Doylestown

595 W. State Street, Doylestown, PA 18901

Pick-up is in the Wound Care Lobby at Doylestown Hospital

December 5 & 6 (Wednesday and Thursday) | 9 am – 3 pm

VIA Event Calendar

The list of VIA Events is also available on the “For Members” page at:

via-doylestown.org/membership/for-members. Please be sure to check the website to note any meeting date, time, or location changes.

Event	Date	Day	Time	Location
Circle of Life	11-09-2018	Fri	6:30 PM	Doylestown Country Club
Ten Thousand Villages (November 12 - 16)	11/13/2018	Tue	10:00 AM-8:00 PM	781 Rt. 113, Souderton, PA
Annual Bake Sale	11-15-2018	Thu	8:00-12:00 PM	Pine Run Health Center
Andrews Sisters- <i>Christmas of Swing</i>	11-18-2018	Sun	3:00 PM	Montgomery Theater, Souderton
Thanksgiving Day	11-22-2018	Thu		
Chanukah	12-02-2018	Sun		
Portraits - Edwards Studios (through November 30)	10/2018- 10/2019		Personal appt.	Edwards Studios, Chalfont PA
VIA Cookie Sale Drop Off	12-03-2018	Mon	10:00-11:00 AM	JLA
VIA Cookie Sale	12-04-2018	Tue	1:00 PM	JLA
VIA Membership Meeting	12-04-2018	Tue	1:00 PM	JLA
Poinsettia Sale	12-05-2018	Wed	10 AM – 3 PM	Wound Care Center Doylestown Hospital
	12-06-2018	Thu		
Longwood Gardens Visit	12-09-2018	Sun	12:30 AM - 8:30 PM	Longwood Gardens Kennett Square
Holiday Program	12-20-2018	Thu	10:00 AM	Pine Run Lakeview
New Year's Day	01-01-2019	Tue		
VIA Membership Meeting	01-08-2019	Tue	1:00 PM	Health & Wellness Center
Martin Luther King, Jr. Day	01-21-2019	Mon		
Healthy New Year '19	01-15-2019	Tue	10:00 AM - 1:00 PM	Christ's Home Community Ctr., 800 York Road Warminster, PA 18974

Location Legend: CBR - Chairman's Board Room (formerly Conference Room K), CR - Doylestown Hospital Conference Room, DH – Designer House, HWC=Health & Wellness Center VIA Auditorium, JLMH=James-Lorah Memorial Home Dining Room, JLA-James-Lorah Auditorium, PR- Pine Run, VIA-VIA Office

Village Improvement
Association of Doylestown
595 W. State Street
Doylestown, PA 18901



Membership Meeting

December 4, 2018 | 1 pm James-Lorah Auditorium
Bucks County Gilbert and Sullivan Society perform excerpts
from *The Mikado*, *H.M.S. Pinafore* and *The
Pirates of Penzance*.