

Twig News

Winter 2013

Published by Rochester General Hospital Association & Twig Committee

Twigs Fund RGH Simulation Laboratory for Medical Education

The RGHA Board of Directors was recently invited to witness a demonstration of the equipment that RGHA and Twigs have been working to fund. Walking into the Atrium on the day of the demonstration, one would have thought that a terrible accident had taken place. The entire space was lined with beds, filled with patients attached to monitors and various high-tech machines, as the nursing staff deftly demonstrated their new simulation equipment. Twig contributions towards our pledge of \$385,000 have already enabled the purchase of much of the needed mannequins and programming for the study of emergency and in-hospital treatment.



The first bed had a woman in labor, and we watched in fascination as the nurses checked her vital signs, all the while telling her to alternately "breathe" and "push." They soothed her as she "moaned," gently wiped her brow, and eased her newborn into the world. Another bed had a young boy who was unresponsive. The staff expertly performed CPR and checked his responses on the monitor at his bedside. One bed had a male patient who was eerily realistic. His blue eyes responded to light by dilating and contracting the pupils. He could respond to pain with an "ouch," and his oxygen levels could be monitored by a small cuff on his finger.

At each bedside was an instructor with a computerized program with which she could change the patient's condition from stable to all types of trauma. The ideal setup, we were told, would be to have the programmer in a different room from the students, so that their actions could be observed through a one-way window. That is in the future of this program—a home of their own.

It is anticipated that, within the first year, training will involve approximately 700 LPNs and RNs from Rochester General Hospital, Newark Wayne Community Hospital, DeMay Living Center, and Hill Haven Nursing Home as well as 175 LPN students from the Isabella Graham Hart Licensed School of Nursing and Practical Nurses. This group-training approach encourages participants to work as a team. It will improve not only the quality of care, but the retention of nurses. We can be proud of our contribution to this effort.

CHANGE THIS

Twig Committee Members

| Chair | Diane Bosco | 545-4641 | |
|------------------------------------|------------------|----------|--|
| Vice-Chair | Michele Williams | 586-2361 | |
| Treasurer | Joan Dalberth | 342-5380 | |
| Communications Cindy Harper | | 662-5381 | |
| Membership Mary LoVerdi | | 393-9406 | |
| Twig News | Kate Herrmann | 943-3378 | |
| At Large members | | | |

Maggie Hession 377-3432 Rasma Veverbrants 223-1933 RGHA President Trudie Kirshner 385-8627

Changes?

Do you have a new member in your Twig? Has someone recently moved, had a name change or resigned? Please help us keep our records up-to-date, so every member will receive Twig mailings. Since most of our mailings are third class, they are not returned. Our only way of knowing about changes is from you! Please write or call the Twig Membership Chair:

Mary Lo Verdi 3360 Fallbrook Park Canandaigua, NY 14424 (585) 393-9406

E-mails!

We are currently updating our membership list with e-mails for all Twig members. If you use e-mail, please send a note to kateherr@rochester.rr.com.

Let Us Know...

The Twig News is the best way to let all Twig members know what your Twig is doing and we'd like to include you in the next issue!

Submit articles, news, questions, opinions, suggestions and photographs to:

Kate Herrmann 878 Clover Street Rochester, NY 14610 943-3378

e-mail: kateherr@rochester.rr.com

Deadline for the Spring 2013 issue of Twig News is **April 1, 2013**.

President's Message



As we turn the calendar to 2013, it is important for us to take a moment and look at all of the Twig accomplishments in 2012 and what our successes have meant to the hospital. Twig gifts, combined with the proceeds from three all Twig Fundraisers, total a significant amount of money toward the pledges we have made to RGH. Approximately \$65,000 was raised by the three all Twig Fundraisers (Golf, 5k

and American Girl), and the events also attracted volunteers from all over the community to support RGH. It is our belief that these fundraisers and the volunteers who support them will continue to build momentum for our organization and the work we do for RGH.

The Twig Gift Shop continued to bring in many shoppers with its employee appreciation days in December. Our buyers continue to outdo themselves with a great selection of items and it did not go unnoticed to the employees. What a resounding success! The American Girl Fashion Show was held at the Auditorium Theatre and took full advantage of the new venue by making it a once in a lifetime event for the little girls in attendance.

Spring is a very busy time for us. The Spring President's meeting is being planned as this goes to press. Please look for updates on the date and place in the coming weeks. The 2013 Golf Tournament Committee is meeting regularly and enhancing our already successful tournament with new ideas in celebrating the 10th anniversary on June 3rd at Irondequoit Country Club.

I would be remiss to not take this opportunity to thank all those who volunteer their time to the Twigs and RGHA. Our success in raising money and giving of ourselves in volunteer hours across the hospital has a profound impact on the community and each of you should be proud of your contribution. Thank you.

Best regards, Kris Roxin RGHA VIce President

Inaugural 5K Race A Success

A swarm of runners and walkers descended on the Riedman Campus September 28th as the first Hats off to Health 5k Run/Walk was held through the streets of Irondequoit. The 5k was a collaborative effort between the Rochester General Hospital Association and the Hospital Foundation. The 3.1 mile course attracted close to 300 runners/walkers.

Yellow Jacket racing assisted in sponsoring the event and the consensus amongst the area runners is that it was a "great first race." One runner commented on how well organized the event was and what a great route was created. "Running through the neighborhoods is a nice touch and the race course is flat which helps in coming off of the busy summer race season."

Proceeds from the race are funding the RGHA allocation to the hospital's human patient simulation laboratory. Over \$4,000.00



was raised in what will become an annual event for the hospital. According to one of the organizers, "This race was such a success. We began organizing in May and with just a few meetings we secured sponsors, established a race route and organized RGH staff and the Rochester running community to our race." With the first year organization tasks behind them, the committee is looking to leverage the successes with additions to build momentum and bring in more participants and sponsors in 2013.

Kris Roxin 5K Chair

Golf Tournament Welcomes New Chairs

As the saying goes, "If you want something done, ask a busy person." Heading the RGHA Twigs 10th Annual Golf Tournament this year are two very busy women. We are privileged to have at the helm Joann Campbell and Margaret Somerset.



Joann Campbell, a native Canadian, now makes her home in Pittsford. She attended St. Lawrence University on an ice hockey scholarship, majoring in Economics. She then earned an MBA at the University of Notre Dame.

It wasn't long before the business world recognized her talents. Most of her career was spent working for Fortune 100 Companies like General Electric and Eastman Kodak. Her expertise in Finance and Management transported her all over the world.

Now that she is a New Yorker, she is immersed in the Rochester community where she assists a variety of non-profit organizations. She sits on the Women's Board at Oak Hill Country Club, and is a trustee of St. Lawrence College. Her free time is spent with her partner, Craig, and their golden retriever, Watson, and German shepherd, Jordan. When she wants to

unwind, Joann loves to golf, run, bike, practice yoga and play hockey.



Margaret Somerset grew up in Syracuse. After graduating from Syracuse Law School, she gravitated toward scientific and medical cases and ultimately dedicated her practice to the defense of the health care industry. She is a partner with

Underberg and Kessler, LLP in their health care practice which represents health care providers all across western New York.

Margaret has lived in Canandaigua for the last 12 years where she added to her busy schedule by becoming an entrepreneur as the owner of a "Doggie Day Care" business. Her husband, Dick McCarthy, is Chairman of the Board of the Canandaigua National Trust Company of Florida, so she calls Florida her second home. When there is time to relax, the couple enjoys boating in the Finger Lakes and golf.

Joann and Margaret are inspirational chairmen, and fantastic golfers! We are delighted to welcome them to the Rochester General Hospital family, and our 2012 Twig Golf Tournament leadership.

Diane Bosco

Holiday Happenings

Children Enjoy Holiday Party



The Pediatric Christmas Party at Rochester General Hospital is one of the benefits to our young patients supported by proceeds from the American Girl Fashion Show. It provides a safe place to celebrate the

holidays, a chance to visit Santa, and games, treats and gifts that many of these children would not have otherwise.



Social Work Committee Completes Holiday Project

The Holiday Project is very worthwhile, gratifying to both donors and recipients. The donors this year were Association members, Bent, Chestnut, Crooked, Grapevine, Pitchpine, and Treetop Twigs.

Funds collected totaled \$2070.00. The money was spent on gifts for 30 Independent Living for Seniors members. (ILS is an affiliation of RGH.) The funds also provided 24 hams, distributed by Sister Grace Miller at the House of Mercy. Expenses were \$1904.07. The remaining \$165.93 provided sweat-suits for Pat's Closet.

We received a thank you note from Susan Barnes of ILS for "the wonderful and beautiful, useful gifts for our participants... (They) were thrilled and so grateful for their gifts. Thank you so much for thinking of ILS."

Special thanks go to Chris Haney, Mary LoVerdi, Joanne Stephan, Mary Eileen Walter for shopping and delivering the presents, as well as to Mary Jane Stone for researching and presenting us with a list of recipients. Social Work is a small committee, requiring a finite time commitment with great rewards. Please consider joining us at the next sign-up!

Rasma Veverbrants
Social Work Committee Chair

Satinwood Twig Enjoys Trip



Theater-goers enjoy Seneca Falls museum

Satinwood Twig ran a bus trip to the Merry Go Round Theater in Auburn. We stopped at the "It's A Wonderful Life" Museum in Seneca Falls and then visited Asbury Church to view a beautiful display of Tiffany windows. The windows were breathtaking.

We then proceeded on to the theater for the matinee. The show, "Nunsense" the Musical, was very entertaining. On the way back to Rochester the group enjoyed a great dinner at The Inn On the Lake in Canandaigua. A good time was had by all.

We are now planning our next trip in June of 2013 to see Singing In The Rain. All the proceeds go to Rochester General Hospital.

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News and Notes

ATTENTION all Twig Presidents

In an effort to compile a master contact e-mail list could you please send all your members' full contact information, including:

Name, Address, Phone # and **EMAIL** to Michele Williams @: miche3810@frontiernet.net

We are aware that there are a few women that do not use e-mail, but it is **imperative for us to have e-mail addresses** for those that do! We will be following up by phone to insure we get a complete list. Thanks.

Michele Williams
Twig Committee Chair

Loblolly Twig Holds Fundraiser



Loblolly Twig held a fundraiser at the Chatterbox Club on December 7, 2012. Twig members pictured above are: Sandra Lowell, Susan Smith, Janet Anderson, Sue Fuller, Cynthia Townson, Barbara Galbraith and Anne McGhee.

Volunteers To Be Recognized

National Volunteer Week will be celebrated from April 22nd to April 26th. To coincide with that week, the Annual Volunteer Recognition Luncheon for all volunteers in the Rochester General Health System will be held on Thursday, April 25, 2013. The luncheon will be held in the Atrium at Rochester General.

Marjorie Rick Volunteer Services Chair

Twig Contributions 2012

| Bent Branchless Chestnut Cottonwood | \$ 500.00 \$ 2500.00 \$ 3500.00 \$ 2000.00 |
|---|---|
| IMO Janet Butterworth & Barbara Cameror | |
| Crooked | \$ 3300.00 |
| Edelweiss | \$ 2500.00 |
| Forget Me Not | \$ 1000.00 |
| Grapevine | \$ 750.00 |
| Hickory | \$ 1300.00 |
| Larkspur | \$ 350.00 |
| Loblolly | \$ 700.00 |
| Magnolia | \$ 500.00 |
| Millenium | \$ 500.00 |
| Pitchpine | \$ 3000.00 |
| Poppy | \$ 500.00 |
| Satinwood | \$ 2000.00 |
| Surgical Branch | \$ 1200.00 |
| Tree Top | \$ 9325.00 |
| Willow | \$ 1200.00 |
| Total Donations from 18 Twigs | \$36,575.00 |

Thank you to all the Twigs who have worked so hard and contributed so generously. This amount helps with our pledge to the Hospital for the Simulation Lab. Your efforts are greatly appreciated by the Staff and patients.

At this time, I would like to remind all Twig Treasurers to complete and return their financial reports if you haven't done so. If there are any questions, please call me at 342-5380. These may be mailed to me along with your dues (if not already paid) to 27 Tulip Tree Lane, Rochester, NY 14617. Thank you so much.

Joan Dalberth
Twig Treasurer

Celebrating a milestone!

Mark your calendars and polish your clubs

Join us for the

10th Annual RGHA TWIGS

"Power for Good" Golf Tournament

June 3rd, 2013 Irondequoit Country Club

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Save the Date!

Volunteer Recognition Luncheon Thursday, April 25 RGH Atrium

10th Annual Twig Golf TournamentMonday, June 3rd

Irondequoit Country Club

Our Mission

The Rochester General Hospital Association, Inc. is a not-for-profit organization affiliated with Rochester General Hospital. The purpose is to further education and improve patient care through volunteer leadership, financial support, and promoting the image of the Hospital in the community. The Rochester General Hospital Association, Inc. manages and coordinates the work of the Twigs.

Branching Out in Support...

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TWOCHESTER GENERAL HOSPITAL ASSOCIATION

1425 Portland Avenue

Rochester, NY 14621