

# Motivate...Resolve...Believe!



M R B - Motivate...Resolve...Believe!  
Marilyn R. Beverley

## INSIDE THIS ISSUE:

Tradition...Transition... Transformation 1

WOW! Congratulations! Grand Hotel 1

A Moment of Silence - Linda Tillman, DVS  
Emphraim McDowell Health, Danville, Ky. 2

Beautiful Flowers for Beautiful Volunteers— Covenant Healthcare, Saginaw, MI 2

Steps of Transition: Covenant Healthcare by Sarah Knochel—Covenant Healthcare, Saginaw, MI 3

Happy Birthday to Grand Hotel Mackinac Island, MI 4



## TRADITION...TRANSITION...TRANSFORMATION

A pink smock, tradition; a maize gold polo shirt, transition; a diverse group of volunteers from several generations is transformation! Traditionally, the hospital auxiliary was a group of doctor's wives who wore white gloves, hats, drank tea and was a very exclusive organization. Over time, the auxiliary became known traditionally as a group of women who gathered to help with patients as directed by staff and held fundraising events to help purchase much needed equipment for the facilities in which they volunteered. In years past, auxiliary members even rolled ban-

dages for patient care. Over the years, transitions have been made to meet the needs of the facilities in which we are a part of whether it be a hospital, community center etc. That transition has brought positive growth to our organizations. **Yet, I believe we have not embraced the transition realizing the beauty of the transformation.** At times we still want to be that exclusive group settling for status quo or as Sarah Knochel shares in her article in this issue "retrograding". Our volunteer organizations serve our communities and we need to transform our or-

ganizations with diversity, different individuals valuing each other regardless of skin color, intellect, talents or years. The beauty of this transformation includes grandmothers, grandfathers, college students, moms, dads and teens, a beautiful group of VOLUNTEERS. Tradition, Transition, Transformation...it is TIME to consider embracing the transition, realizing the beauty of the transformation can indeed bring life to your organization, make connections to your community and bring positive growth to all of your volunteers.

**WOW!**

Wonderful Outstanding Work! Happy Birthday to "GRAND HOTEL"—located on Mackinac Island in Michigan, and celebrating their 125th birthday! We salute you! President Dan Musser and all the staff have worked with MAHA for years with their Annual Meeting held each June at Grand Hotel. Grand Hotel

## - WONDERFUL OUTSTANDING WORK!

has worked with numerous organizations over the years with annual conferences and events. Grand Hotel is America's Summer Place and a summer home to many families who return there year after year. Robert Tagetz, concierge of Grand Hotel, shares the history of the hotel with all guests as he

greets them upon their entrance to the Parlor. Grand Hotel is the home to weddings, receptions, installations of officers, conferences, and retreats, they can accommodate the needs of your group, organization and family. Join them this year as they celebrate 125 years of service!

## Moment of Silence—Ephraim McDowell Health, Danville, Kentucky

***“Do all the good you can, By all the means you can, In all the ways you can, In all the places you can, At all the times you can, To all the people you can, As long as ever you can.” John Wesley***



Linda Tillman, DVS

A “Moment of Silence” a beautiful ceremony designed by Linda Tillman, Director of Volunteers with Ephraim McDowell Regional Medical Center and Ephraim McDowell Fort Logan. During the Volunteer Recognition Banquet for all the volunteers of both hospitals the entire group took the time to remember all the volunteers who had passed away during the previous year. Not



Comparison  
is the thief of Joy!

In our volunteer world,  
are we as great as we  
were, and are we what  
we are supposed to be?

Are we making an  
impact on our world?

only to recognize them but also to recognize and thank members of each deceased volunteers family. Linda read each deceased volunteers name and a family member present stood and was presented a beautiful bouquet of flowers in memory of their loved one who had served as a volunteer in their hospital. Before the program began, I went around the room introducing myself to the guests to find out where they volunteer in the hospital and asking each about their volunteer work. When I introduced myself to one couple, the gentleman said, “we aren’t volunteers, we were invited tonight in recognition of my wife’s mother who was a volunteer and recently passed away”. His wife then shared how touched they were to be invited to this recognition dinner and for her mother to be remembered in such a touching way. “My mother so enjoyed her volunteer work! We are so grateful to be included!” Thanks Linda for such a beautiful tribute to the volunteers who have passed away in the last year and to their family members!

I would like to take a moment to pay tribute to one of Michigan’s great volunteers, “Barbara Bergin” who passed away on April 22, 2012. Many of you may know Barbara, she served as Chairman in 2011 for the AHA, Committee On Volunteers and also was a Past President of Michigan Association of Healthcare Advocates. We extend our condolences to her family and say , “thank you” to them for sharing Barbara with us over the years in her volunteer service!

## Beautiful Flowers for Beautiful Volunteers—Covenant HealthCare

**Plan**  
**Act**  
**Dream**  
**Believe**  
**And**  
**You**  
**Will**  
**Achieve!**  
**Plan a board retreat !**  
**810-987-2168**  
**[mrbeverley@comcast.net](mailto:mrbeverley@comcast.net)**  
**~Marilyn R. Beverley**



It was my pleasure to share as keynote speaker during a Volunteer Recognition Dinner for Covenant HealthCare in Saginaw, MI. The Director of Volunteers, Sarah Knochel, had beautiful pots of flowers across the podium and on each table. Each volunteer received a beautiful flower to take home...WOW! Beautiful flowers for BEAUTIFUL VOLUNTEERS...Ordinary people doing the Extraordinary! Thanks Sarah and all the volunteers at Covenant Healthcare for making a difference in our world!



## Steps of Transition: Covenant HealthCare By Sarah Knochel, Volunteer Service Manager

Page 3



We are either progressing or retrograding all the while. There is no such thing as remaining stationary in this life. - James Freeman Clarke

Covenant HealthCare Auxiliary has served the medical center for over 50 years and has provided countless hours and dollars of support to patients and their families. While they have numbered many successes, the past several years has seen a decrease in the number of new members added. It became very difficult to recruit new board members and the board itself had many of the same members serving for the last 5-10 years.

Our auxilians have served two purposes: to be goodwill ambassadors to Covenant HealthCare patients, their families and the community, and to provide financial support back to the medical center.

Sarah Knochel  
Sarah Knochel  
In January of 2011, a group of Auxiliary past presidents began discussions on the future of the Auxiliary. It was decided at that time that we would transition into a new group, inclusive of all services provided by our volunteers. The past presidents also decided that a Transition Team would be developed to guide the Auxiliary and the Volunteers into this new group. The Transition Team consisted of nine volunteers including five auxilians and four volunteers. As the Volunteer Services Manager and advisor to the Auxiliary, I guided the Transition Team in the direction that would best serve our organization in the future.

Early on in the Transition, I spoke with a Volunteer Manager at another hospital in Michigan who had gone through a similar transition and I used the Michigan HealthCare Volunteer Resource Professionals (MHVRP) as a resource for "what went right, what went wrong" as other hospitals had transitioned away from Auxiliaries and Guilds. The Transition Team made a site visit to a hospital in our region that had also made this change. The visit proved positive and was a motivator for the volunteers that this change would be positive growth for the volunteers.

Our Transition Team decided the best name for our volunteer group would be Covenant HealthCare Volunteers. As of July 2012, all active volunteers will be a part of Covenant HealthCare Volunteers and there will no longer be a Covenant HealthCare Auxiliary. We have developed a structure for this group, which consists of a Volunteer Advisory Board and various standing committees. At this point, we are approving bylaws and ensuring that we do have board members to fill the Advisory Board. Over the next year, we will be appointing service chairs in our 40+ different volunteer services. The financial structure of Covenant HealthCare Volunteers is almost identical to the Auxiliary's. Our intention is to present bylaws at a general meeting/education day in late June.

If I had to go through this Transition again, I would approach some of the process differently. The transition stretched out longer than I had anticipated; however through last summer, there were some staffing changes within our organization and I had additional job responsibilities. This left me unable to assist with the Transition Team for 3-4 months. I would also hire a consultant/moderator to assist with the transition. While we had a solid transition team, I believe we would have benefited from some sub-committees. During the Transition, board meetings ceased for the Auxiliary and it wasn't healthy. Many of the volunteers who were active with the auxiliary felt that they were missing the camaraderie and information given at board meetings. Late last fall, we began having joint transition team and Auxiliary meetings and that proved beneficial. We are looking forward to what the future will bring for Covenant HealthCare Volunteers. Only time will tell whether or not this transition has proved successful. Whatever the case, the volunteers at Covenant HealthCare will still be enhancing the comfort and quality of healthcare services to Covenant HealthCare patients and their families. They will still support Covenant's mission of **extraordinary care to every generation**.

For questions or other feedback about our Auxiliary Transition, please feel free to contact me, [sknochel@chs-mi.com](mailto:sknochel@chs-mi.com), 989.583.6048.

**Covenant HealthCare was born on July 1, 1998 as two of mid-Michigan's health care providers merged to form one...St. Luke's and Saginaw General Hospitals. The Auxiliary began at Saginaw General and most of the volunteers who were a part of the Auxiliary were from that side of the merger.**

Issues of MRB—Motivate...Resolve...Believe!  
Newsletter will be published March, June, September and December of 2011.

3105 Negaunee Court  
Clyde Township, Michigan  
48049

[www.themrb.org](http://www.themrb.org)  
Email: [mrbeverley@comcast.net](mailto:mrbeverley@comcast.net)  
Phone: 810-987-2168  
Cell Phone: 810-841-5964

Marilyn is the author of:  
“Miss Missy of Jamaica” and “Jesus In Jamaica Blessed Love” both available at  
[www.amazon.com](http://www.amazon.com)

**MRB**

**Motivate...Resolve...Believe  
Marilyn R. Beverley of Michigan!**



*“Take care of each other. Live like there’s no tomorrow. Put hate and anger aside. Don’t take each other for granted. Appreciate those around you. Be thankful for all that you have, including your health, your job and this great company. Don’t fixate on the negatives. Take time to be thankful. BREATHE - SMILE - LIVE - and LOVE!*

*“Remember, it’s not about the years in your life that counts. It’s about the life in your years.” (Abraham Lincoln - November 19, 1863.*

**BILL COBBLE, VP, HR & Risk Management; Fisher Auto Parts**

Share your ideas with your board and your chairpersons. This will keep your organizations objectives, projects, mission and vision in the presence of your team.

For more information on booking Marilyn for keynote presentations, breakout sessions, strategic planning or a Board Retreat—contact Marilyn R. Beverley; MRB—Motivate...Resolve...Believe! [mrbeverley@comcast.net](mailto:mrbeverley@comcast.net)  
810-987-2168 or cell 810-841-5964.

This month a “gold star” goes to Grand Hotel, President Dan Musser, Ken Hayward Director of Marketing and all the staff, Thanks for making a difference in our world! Happy 125th Birthday!



## **CUSTOMER SERVICE THAT COUNTS...**

As I travel across the USA and around the world it amazes me that it is no longer the “norm” to receive super outstanding customer service.

In a volunteer organization you are many times the first and last person that the customer you serve sees, in the facility where you volunteer. We want to hear those words... “THANKS” and yes the words, “We’ll Be Back!” So remember in all that you do, give it your best and “do unto others as you would have them do unto you”. Practice “the Golden rule”. We want the service we give to be:

**Superior...Super...Outstanding! Remember to SMILE!**

## **TRANSFORMATION - UNKNOWN**

*Bald Eagles enjoy one of the longest life spans among birds. They can live more than 50 years. But in order to survive that long they have to make a critical decision.*

*If they want to survive and prosper they must undergo a painful transformation or the alternative is death.*

*In time the claws of the eagle weaken and it is hard for them to catch prey.*

*Their beaks grow long and curved and almost touch their chest. Their wings become heavy due to thick and long feathers.*

*Change is painful, growth is painful, beaks are broken against rocks. Claws are pulled from their talons one by one. Feathers are painfully plucked until the eagle is bare.*

*Five months later the eagle will fly again. Sleek new feathers, razor sharp claws and a new beak are able to tear into its’ prey.*

*Sometimes we have to make difficult decisions in life to embark on a new journey. It may be painful to let go but the alternative is more painful. It’s time to let go of the old and grow into the new. It’s time to sharpen our skills. To be thankful for all the leaders who have brought us to this point and the many changes that evolved along the way. It’s time to let ourselves soar as eagles!*

**Vision =**  
Dreams, Imagination, wisdom in fore-seeing the future, a lovely sight.  
(Webster’s Dictionary) Do you have vision?

**Clarity + Courage =**  
Chances for Success!