

## 2016 Annual WADVS Conference

***“Turn the beat around!”***



**June 16 – 17, 2016  
Country Springs Resort  
Pewaukee, WI**

### June 15, 2016 Pre-Conference Principles Session

Join us on the path to rocking your volunteer program to a new beat in 2016. This annual event will provide healthcare volunteer resource professionals the opportunity to think differently about their role in the overall delivery of care and identify best practice from leaders in the field.

Conference Registration includes:

- Copy of Karl Schoemer’s book - “Change is Your Competitive Advantage”
- Access to gift shop and home care/hospice sessions
- Continental breakfast & lunch on Thursday
- Full breakfast on Friday
- Entered in drawing for 1 year AHVRP membership

Scholarships available to qualifying WADVS members

### OPENING SESSION

Thursday, June 16<sup>th</sup>  
8:30 – 10:30 a.m.

#### The New Reality – Karl Schoemer

The time for managing change is over, in today’s fast paced global economy, the new expectation is to *seize* change and make it work for you – actually make change part of your individual and organizational competitive advantage. This session explores the change process to give you guidelines and strategies you can use immediately to increase productivity and mitigate the dynamics of change.

*Keynote Speaker*  
**Karl Schoemer**

*International Speaker*  
**& Author**



*“I believe it’s no longer good enough to simply “manage change”; instead, seize the power of change and make it part of your competitive advantage*

*Performance is different in The New Reality: Attitude counts. Behaviors count. You count.”*

Karl Schoemer

Karl is president and founder of VisionQuest, a multidimensional training and consulting firm. Karl has delivered keynote speeches and facilitated training for hundreds of companies, including IBM, Intel, Ford Motor Co., and Stanford Medical Center.

#### The New Reality

Objectives participants will learn:

- That change is universal and driven from the outside in
- The individual and organizational dynamics of change
- How to mitigate the drop in productivity during times of change
- Phases of resistance and the types of communication needed in each phase
- The 3 types of behaviors during change and where to invest time and energy
- How to create a more Change Adaptive culture and the power of rewards and consequences

## Daily Agenda at a Glance



### Wednesday, June 15<sup>th</sup>

#### Pre-Conference Principles Sessions

7:30am - Registration

8:00am – 4:15pm AHRVP Principle Session

4:00pm – 6:00pm Conference Registration

5:00pm – 6:30pm WADVS Board Meeting

### Thursday, June 16<sup>th</sup>

7:30– 8:30am Registration

8:30 - 10:30am Keynote Speaker – Karl Schoemer

10:30 – 10:45am Break

10:30 – Noon Break-out Sessions  
- Gift Shop Session 1  
- Home Care/Hospice Session 1

10:45 – 11:30am Jenny Boese – WHA

11:30 – 12:00pm Vendor Visits/Silent Auction

12:00 – 1:00 pm Lunch & Vendor Visits

1:00 – 2:30pm Break-out Sessions  
- Ongoing Joint Commission Preparedness  
- Gift Shop Session 2  
- Home Care/Hospice Session 2

2:30 – 2:45pm Break/Vendor Visits

2:45 – 3:45pm Break-out Sessions  
- Excellence in Patient Experience  
- Gift Shop Session 3  
- Home Care/Hospice Session 3

3:45 – 4:00pm Break/Vendor Visits

4:00 – 5:00pm Annual Membership Meeting

5:00 – 6:30pm Networking Reception

### Friday, June 17<sup>th</sup>

7:00 – 8:00 am Breakfast

7:30 – 8:15am Regional/Systems Meeting

8:30 – 9:45am Presentation & Public Speaking Skills

9:45 – 10:45am Cyber Seniors Bridging the Digital Divide

10:45 – 11:00am Break

11:00 – 11:45am Technology & Seniors: Cyber Seniors

11:45am Conference wrap-up (Silent Auction,  
Door Prize drawing, evaluations)

1:00 – 3:00 pm CAVS Exam

## Rock & Roll NETWORKING & ACTIVITIES

Join us for either of the two networking events that we are excited to offer ...

~Thursday, 6/16~

### 5pm-6:30pm Networking Reception

Make sure you stick around after the conference for our WADVS networking reception. Located at the Garden Terrence of Country Springs Resort, this reception will give you an opportunity to meet other WADVS members.

~Friday, 6/17~

### 7:30 – 8:15am Regional & Systems Meeting

For the first time, we are excited to allow conference attendees to meet with other people from their region or hospital systems. Use this opportunity to connect with other members of your region or hospital system to discuss challenges we each face.

~Silent auction, 50/50 &

### Drawing for AHVRP 1-year Membership~

There will be a silent auction that will run throughout the conference with bids closing at 10:20 a.m. on Friday. We are **in need** of silent auction items and if you are able to bring an auction item, please indicate it on the registration form. Those who bring an item will receive a ticket for door prize drawings.

~Resource Boards~

There will be a resource board for the following topics. Please bring copies to share with attendees.

- Free/in-expensive resources for recognition gifts
- Appreciation event themes
- Innovative/unique volunteer roles
- Teen Roles
- Gift Shop top sellers & vendors list

~CEU Certificates~

CEU certificates will be distributed at the end of the conference on Friday. Conference attendees will earn seven (7) credit hours.

## ACCOMMODATIONS

We have a block of rooms available at the **Country Springs Resort and Waterpark** located off I-94 and Hwy G. Individuals must make their own reservations. Learn about the resort at [www.countryspringshotel.com](http://www.countryspringshotel.com)

1. Call directly to the Country Springs Hotel at 262-547-0201
2. Reference the group block WADVS

# WADVS Pre-Conference Agenda

WEDNESDAY, JUNE 15, 2016

## PRINCIPLES OF VOLUNTEER RESOURCE MANAGEMENT

WEDNESDAY, JUNE 15<sup>TH</sup>

8:00 – 4:15 PM

ROOM ELC1

Presenter – Tammy A. Behnke, MS, CAVS



The Principles Course five modules are offered in the pre-conference session with the “Ongoing Preparedness for Joint Commission” presented during the conference.

For the experienced volunteer administrator, *The Principles Course* reviews the fundamental building blocks of a dynamic program, re-tooled to better meet the changing needs of today’s healthcare facilities. For the new manager, it is an opportunity to learn, relearn, discuss and experience the rationale behind volunteer program design. “Principles” is also a training and development tool for AHVRP members who are planning to pursue their CAVS certification. The mix of both experienced and new administrators in the field offers a unique forum for examining what we do and how we do it. *The Principles Course* provides insight and direction into how volunteer services can impact organization goals and support changes and challenges in the healthcare industry.

**7:30 - 8:00 am**      **Principles Registration**

**8:00 - 11:30 am**      **Principles 1, 2 & 4**

### Principles Module 1: Volunteer Services Role in the Healthcare Industry

Competing for resources? Striving to achieve a higher level of "program credibility"? What's it going to take? Adapting traditional volunteer programs to what has become a new era in healthcare and a new generation of volunteers is critical to positioning your program for the future. Hear about current healthcare trends impacting your program and integrated program models designed to support these trends. This session will also cover the DVS's role with advocacy and strategic alignment of goals. Achieving staff buy-in, and those all-important outcome measures to market the "value" of your volunteer program will be reviewed. Thriving, not just surviving, in today's healthcare environment is a key focus of this session. Be the "visionary" leader it will take to move your program to the next level...and enjoy the success you will find!

### Principles Module 2 Legal Awareness

Are you familiar with the laws that directly pertain to volunteer management? This session provides an overview of current laws with implications for volunteers and volunteer services administrators. Participants will learn about Labor and Screening Laws, the Fair Labor Standards Act, and Child Labor Law, use of volunteers during a work stoppage, HIPAA, and much more.

### Principles Module 4 Program Organization and Administration

Does your program have the "WOW" factor through high impact programs that get noticed in your organization? Are you skilled in time management and the art of delegating? This session addresses these questions and other key topics such as: on-going program assessment, developing "high-impact" services, building a staff training program that works for your program, having clearly defined policies and procedures to aid staff in managing their volunteer workforce, and designing recruitment strategies that appeal to the new generation of volunteers.

**11:30 - 12:00 pm**      **Lunch**  
**Room - Woodfield A**

**12:00 – 2:30 pm**      **Principles 4 (cont.) & 5**

**Principles Module 5 Program Operations and Managing Risk**

In today's challenging economy, the bottom line for volunteer management professionals is to manage effective and cost-efficient volunteer programs. This session discusses best practice recommendations for the foundation of a successful volunteer program that meets the needs of hospitals, other healthcare systems and our next generation volunteers. Current standards mandate that safety, security and risk management be woven throughout the entire volunteer program.

This program will provide an overview of crucial fundamentals including interviewing, screening, training, recognition, and retention of volunteers. What can you say and ask during an interview? What does Joint Commission expect for you to cover during orientation? What do volunteers "really" want regarding personal recognition? How can you keep your volunteers active and involved? This is just the tip of the iceberg of what is covered in this program. In addition to this content, you will receive time-proven sample forms that you can use at your facility. Module 5, Program Operations and Risk Management, is a "must-have" session!

**2:30 - 2:45**              **Break**

**2:45 - 4:15 pm**      **Principles 6**

**Principles Module 6 Process Improvement, Technology and Professional Development**

In this exciting session, leaders are introduced to important tools for the effective daily management of volunteer programs. Among the tools discussed are those relating to Continuous Quality Improvement (CQI), Record Management, and Emergency Management in relationship to volunteer services. Budget Planning and components of Fundraising are also discussed in the workshop. This session will share how to incorporate the use of technology in volunteer management, enabling proactive leaders to keep their programs at the forefront of volunteer management.



# WADVS Conference Agenda Thursday

## THURSDAY, JUNE 16, 2016

7:30 - 8:30 am

**Registration**  
**Continental Breakfast - Meadowbrook Room**  
**Vendor Visits – Somerset Room**



8:30 - 8:45 am

**Welcome - Meadowbrook Room**

8:45 - 10:30 am

**Keynote Speaker - Karl Schoemer**  
**The New Reality - Meadowbrook Room**

The time for managing change is over, in today's fast paced global economy, the new expectation is to *seize* change and make it work for you – actually make change part of your individual and organizational competitive advantage. This session explores the change process to give you guidelines and strategies you can use immediately to increase productivity and mitigate the dynamics of change.

10:30 - 10:45 am

**Break/Vendor Visits – Somerset Room**

10:30 – Noon

**Break out Sessions**

**Gift Shop Session 1: Promoting a Million Dollar Gift Shop/ Gene Collovecchio**

Learn unique promotion ideas from the purveyor of an actual million \$\$ gift shop – including holiday catalog development, special seasonal promotion ideas and much, much more...Gene is ready to share the secrets of his success!

**Home Care/Hospice 1: How Not to (Unintentionally) Say Something Stupid :BE-ing with Those Who are Suffering/Dr. Carla Cheatham**

We want to know how to show up well for persons when they're hurting, but we often do not know what to say so we say nothing, or we lapse into worn-out clichés and theologizing that can leave person's feeling even more hurt and alone. This presentation will discuss the do's and don'ts and ways that we can offer true presence with those who are suffering in a way that is far more comfortable and comforting for all involved.

10:45 - 11:30 am

**Wisconsin Legislative Update & Why Your Involvement Matters/ Jenny Boese, WHA - Meadowbrook Room**

During this session, learn about what faces healthcare and how you can have a positive impact. You'll hear about the changing healthcare landscape, recent legislative issues and how engaging in the legislative process can positively help your hospitals, patients and community.

11:30 - 12:00 pm

**Silent Auction/Vendor Visits – Somerset Room\_**

12:00 - 1:00

**Lunch & Corporate Presentations - Woodfield ABC**



1:00 - 2:30 pm

**Breakout Session**

**Ongoing Joint Commission Preparedness/Tammy Behnke - Meadowbrook Room**

Are you prepared for your next Joint Commission Survey? Do you know the current National Patient Safety Goals for healthcare? Come review the past, present, and future standards to understand practical options for complying with Joint Commission expectations now. This interactive program includes current information, best practices, and provides great resources to strengthen volunteer services programs. With unannounced surveys, tracer methodology, new numbering systems and reorganized standards, the Joint Commission has streamlined the process

to assess and insure quality patient care and safe environments. The Joint Commission recognizes the importance and impact that volunteers can have in direct patient contact areas. The program explains how volunteers are interpreted in the standards, so you can focus on the standards that pertain to your program and people. This session will help teach you specific strategies how to stay in constant readiness for the Joint Commission. Ultimately, you are responsible for insuring that your volunteers provide safe, high-quality, effective services. This program is designed to give you the tools you need to maximize positive outcomes!

### **Gift Shop Session 2 – The Revolving Door of Sales/Keri Schwartz**

In this session, attendees will have the opportunities to discuss specific issues in their gift shops and hear practical ideas and solutions to problems in this facilitated discussion.

### **Home Care/Hospice Session 2 - The Sweet Spot: Ethical Interdisciplinary Spiritual Care/Dr. Carla Cheatham**

Help empower all disciplines, and volunteers, to screen for and respond to spiritual distress in differential diagnosis in this session. We will focus on avoiding spiritual neglect and spiritual abuse, as well as the best practices for incorporation all disciplines and volunteers into a competent spiritual care program. Methods for assisting referrals to spiritual care counselors will also be discussed.

2:30 - 2:45 pm

### **Break/Vendor Visits – Somerset Room**

2:45 - 3:45 pm

### **Breakout session**

### **Excellence in Patient Experience: Volunteers Playing a Pivotal Role/Maria Judd - Meadowbrook Room**

As “Patient Experience” is often defined as, “the sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care” (Beryl Institute), we will look at how Volunteers play a pivotal role in the delivery an exceptional patient experience.

Topics of discussion:

- The Patient Experience movement and background, including stakeholder feedback, standardized measures, data transparency and value-based purchasing.
- The importance of an integrated approach to Patient Experience, Quality, Workplace Culture and Innovation.
- National best practices outlining the positive impact of volunteers on patient experience outcomes.
- Key takeaways for how to lead in the best interest of those we serve.

### **Gift shop Session 3: Building your Business/Gene Collovecchio**

Topics of this session include: Maximize profit margins. Find ‘different’ vendors. Learn when to say when. Discontinue failing product. Technology. Unique customer service ideas.

### **Home Care/Hospice Session 3: The Resilience to Prevent and Treat Compassion Fatigue for Ourselves and Others/Dr. Carla Cheatham – ELC2**

This presentation reviews the literature related to resilience and compassionate fatigue and ways that individuals and teams may help themselves, and the patients and families with whom we work, perform better self-care and healthy boundaries.

3:45 - 4:00 pm

### **Break/Vendor Visits - Somerset Room**

4:00 - 5:00 pm

### **Annual Membership Meeting – Meadowbrook Room**

5:00 - 6:30 pm

### **Reception - Garden Terrace \*Dinner on your own**



# WADVS Conference Agenda Friday

## FRIDAY, JUNE 17, 2016



7:00 - 8:00 am      **Breakfast - Somerset Room**

7:30 – 8:15 am      **Region/Organization Breakout Sessions - Meadowbrook Room**

8:30 – 9:45 am      **Presentation and Public Speaking Skills/Anne Ballentine – Meadowbrook Room**

This session will provide a foundation for developing content that engages an audience as well as developing the skill of successful presentation delivery. Tangible tips will be shared to help you connect to your content and audience using facts, data and stories to support your message and making sure it's relevant and understood by the audience.

**You can expect to:**

- Identify what makes an effective presentation
- Learn methods for developing and delivering strong presentations
- Practice delivery techniques with your colleagues

9:45 – 10:45 am      **Cyber Seniors – Bridging the Digital Divide/Tess Finlay – Meadowbrook Room**

A comedic documentary film, which follows the extraordinary journey of several senior citizens as they discover the magic of the world-wide-web, through the guidance of teenaged volunteers. Their exploration of cyber-space is catapulted to a whole new level when 89 year-old Shura decides to create a YouTube cooking tutorial. This sets the ball in motion for a spirited YouTube competition where hidden talents and competitive spirits are revealed. The film provides a humorous and heartwarming look at the victories and challenges seniors encounter as they dive into the digital world. Cyber-Seniors is an inspiring example of the wonderful things that can happen when generation gaps are bridged, and new ways of connecting are explored.

10:45 – 11:00 am      **Break - Silent Auction Bids & 50/50 Raffle Close (10:20)**

11:00 – 11:45 am      **Technology and Seniors: Cyber Seniors/Tess Finlay - Meadowbrook Room**

This hands on workshop will walk you through the Cyber-Seniors volunteer model and provide suggestions on innovative approaches to adapting it to hospital and community healthcare settings. A companion session to the morning session entitled: *Cyber Seniors: Connecting Generations*.

11:45 - Noon      **Conference Wrap-up, Silent Auction, door Prize Drawing, Evaluations, Box Lunch to Go Meadowbrook Room**

1:00 - 3:00 pm      **CAVS Exam - ELC1 - Ursula Pawlowski/AHVRP**



**Mail Conference Registration to:**  
**Waukesha Memorial Hospital-Volunteer Services**  
**Peggy McEvoy-Coordinator**  
**725 American Avenue**  
**Waukesha, WI 53188**

**Registration**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Indicate your WADVS region: \_\_\_ Northwest \_\_\_ Northeast \_\_\_ Southwest \_\_\_ Southeast

Healthcare system your workplace is part of (If applicable)? \_\_\_\_\_

Please check all that apply: \_\_\_ First time attendee \_\_\_ New WADVS member \_\_\_ CAVS

Full-conference attendees break-out sessions. Indicate which program under each session you plan to attend:

**Breakout Session 1**

- Jenny Boese - WHA
- Gift Shop Session 1
- Home Care/Hospice Session 1

**Breakout Session 2**

- Joint Commission
- Gift Shop Session 2
- Home Care/Hospice Session 2

**Breakout Session 3**

- Patient Experience
- Gift Shop Session 3
- Home Care/Hospice Session 3

If you are able to contribute to the **silent auction**, please list the item you will bring: \_\_\_\_\_

Please indicate any dietary needs here: \_\_\_\_\_

**CONFERENCE REGISTRATION DEADLINE AND FEES**

**Registration Final Deadline: May 25th, 2016\*\*\***

**WADVS Members:** (Price includes access to the Gift Shop Managers/Buyers Conference & Home Care/Hospice Sessions)

- \_\_\_ 2016 WADVS Conference \$160
- \_\_\_ 2016 WADVS Conference & AHVRP'S Principle Session 1-5 \$210

**Non WADVS Members:** (Price includes access to the Gift Shop Managers/Buyers Conference & Home Care/Hospice Sessions)

- \_\_\_ AHVRP'S Principle Session 1-5 only \$150
- \_\_\_ 2016 WADVS Conference only \$225
- \_\_\_ 2016 WADVS Conference & AHVRP'S Principle Session 1-5 \$350

**Additional Conference Specialty Sessions:**

- \_\_\_ Gift Shop Managers/Buyers Conference (Gift Shop Sessions 1, 2 & 3) \$55
- \_\_\_ Home Care/Hospice Leaders/Staff Conference (Sessions 1, 2 & 3) \$70

\_\_\_ **\*CAVS Exam** – See AHVRP website for qualifications & registration <http://www.ahvrp.org>

\_\_\_ **\*If you plan to take the CAVS exam and wish to participate in a study group, check here or contact Tammy Koger(715-236-6255/koger.tammy@lakeviewmedical.org )**

**PLEASE ENCLOSE CHECK WITH REGISTRATION FORM PAYABLE TO:**

Wisconsin Association of Directors of Volunteer Services (WADVS)

**\*\*\*We are unable to refund for cancellations received after May 25th\*\*\***

## HOME CARE/HOSPICE LEADERS/STAFF EDUCATION SESSIONS

WADVS in collaboration with  
The HOPE of Wisconsin – Hospice Organization and  
Palliative Experts

Presents a day of education & fun for individuals in  
the home care/hospice environment.

Thursday – June 16, 2016  
Country Springs Resort  
Pewaukee, WI

For registration & details on the entire  
conference go to [www.wadvs.org](http://www.wadvs.org)

8:30 – 10:30 Registration/Vendor Visits

10:30 – Noon

**How Not to (Unintentionally) Say Something Stupid:  
BE-ing with Those Who are Suffering**

We want to know how to show up well for persons when they're hurting, but we often do not know what to say so we say nothing, or we lapse into worn-out clichés and theologizing that can leave person's feeling even more hurt and alone. This presentation will discuss the do's and don'ts and ways that we can offer true presence with those who are suffering in a way that is far more comfortable and comforting for all involved.

Noon – 1:00 **Lunch (included with registration)**

1:00 – 2:30 p.m.

**The Sweet Spot: Ethical Interdisciplinary Spiritual Care**

Help empower all disciplines, and volunteers, to screen for and respond to spiritual distress in differential diagnosis in this session. We will focus on avoiding spiritual neglect and spiritual abuse, as well as the best practices for incorporation all disciplines and volunteers into a competent spiritual care program. Methods for assisting referrals to spiritual care counselors will also be discussed.

2:30 – 4:00 p.m.

**Resilience to Prevent and Treat Compassion Fatigue for  
Ourselves and Others**

This presentation reviews the literature related to resilience and compassionate fatigue and ways that individuals and teams may help themselves, and the patients and families with whom we work, perform better self-care and healthy boundaries.

Rev. Dr. Carla  
Cheatham began her  
career in social  
services, with a M.A. in  
Psychology,  
certification in crisis  
counseling, and  
experience at  
counseling and  
treatment centers.

Carla then received her  
Ph.D. in Health and  
Kinesiology and her M.Div. after which she served  
faith communities and an interfaith non-profit.



Carla has worked as a hospice Spiritual Caregiver for almost a decade, and is a chaplain and bereavement coordinator in Austin, Texas. She is the Principal and Lead Trainer for the Carla Cheatham Consulting Group, the Section Leader for the National Council of Hospice and Palliative Professionals Spiritual Caregiver Section, and an adjunct faculty member at the Seminary of the Southwest.

Carla travels extensively to train professionals of all disciplines in the skills of presence, communication, multi-cultural and multi-faith care, care for those with dementia, complex cases, boundaries, and numerous other areas. She also consults with agencies to improve team dynamics and psychosocial-spiritual services.

She is the author of Hospice Whispers: Stories of Life, 38 short stories of her work as a hospice chaplain designed to help persons understand hospice more and fear it less. The grief group discussion guide to the book is set to publish summer 2016.

She is currently writing her second book on the art of presence with those who are suffering and also developing her trainings into a published curriculum for spiritual care counselors and other end of life professionals.

# Gift Shop Managers/Buyers Conference

Join us for a unique...

Gift Shop Operations Educational Experience



Thursday, June 16, 2016  
Country Springs Hotel  
Pewaukee, WI

For registration, details on speakers & the conference go to [www.wadvs.org](http://www.wadvs.org)

## Vendors & Networking

Attendees have a chance to **win** a trip for two to the Las Vegas Gift Shop Show

**8.30 – 10.30 Registration & Vendor Visits**

**10.30 – Noon Promoting a Million Dollar Gift Shop**

Learn unique promotion ideas from the purveyor of an actual million \$\$ gift shop – including holiday catalog development, special seasonal promotion ideas and much, much more...Gene is ready to share the secrets of his success!

**12:00 – 1:00 pm Lunch** (included with registration)

**1:00 – 1:30 Vendor Visits**

**1:30 – 2:30 The Revolving Door of Sales**

In this session, attendees will have the opportunities to discuss specific issues in their gift shops and hear practical ideas & solutions to problems in this facilitated discussion.

**2:30 – 4:00 Building Your Business**

Topics of this session include: Maximize profit margins. Find ‘different’ vendors. Learn when to say when. Discontinue failing product. Technology. Unique customer service ideas. Q & A time.

**Drawing for trip to Las Vegas Gift Show**

**National Speaker &  
Gift Shop Advisor  
Gene Collovecchio**



Gene Collovecchio is Manager of Retail Operations at the University Hospitals Case Medical Center. In his current role he has oversight of the hospital's two gift shops and is an advisor to the health system's gift shops. During his tenure at UH, Gene has restructured the struggling main store – the Atrium Shop and has opened gift shops at Ahuja/Medical Center and the Seidman Cancer Center. Gene's extensive career in gift shop management within non-profit organizations has allowed him to use his skills in the management of personnel both paid and volunteer, the development of policies and procedures, buying, merchandising and display, corporate sales programs, website development, point of sales systems, budget and financial systems. Gene received his Akron University and Choffin Business School where he received his degree in retail marketing. Gene is the past chairman of the Ohio Hospital Association Gift Shop Task Force, and a former member of the Museum Store Association.

## Keri Schwartz – Facilitator

Keri Schwartz is the Volunteer and Well Wisher Gift Shop Coordinator at Froedtert & the Medical College of WI, St. Joseph's Hospital in West Bend, WI. For eleven years Keri has diligently worked with the hospital's Partner organization to build sales, expand product lines, manage inventory and double gift shop profits. Her areas of specialty include product selection, merchandising and innovative displays. Keri's extensive experience in purchasing and product selection began in 1994 when she was hired as special events coordinator at a community hospital. After a brief hiatus as a stay at home mom to her three daughters, Keri returned to the retail purchasing arena in her current role with Well Wisher Gift Shop. She received her Bachelor of Science degree in Human Services from the University of Wisconsin-Oshkosh and is presently a member of WADVS, AHVRP, and is CAVS certified. You can contact Keri at [keri.schwartz@froedtert.com](mailto:keri.schwartz@froedtert.com).

