



## Healthcare Association of New York State (HANYS)

In late October, four members of the Guild Board — President **Karen Lustick**, HANYS representative **Taryn Windheim**, Gift Shop Manager **Diane Sickmond**,



From left to right: **Taryn Windheim**, **Diane Sickmond** and **Gail O'Brien**.

and Newsletter Editor **Gail O'Brien** — traveled to Albany to attend the 45th Annual Institute for Health Care Auxiliaries and Volunteer Leaders. They joined Auxiliary and Guild members from hospitals across the state to learn about recent developments in the healthcare field and share success stories. Sessions included *Team Building*, *Today's Challenging Health Care Environment*, *Aging in Place*, *Social Media and the Changing Nature of Communications*, *Improving Patient Care and Satisfaction*, and *Gift Shop Trends*.

The attending members were excited to bring home new ideas to share with the Guild and health system.

### Mission Statement

The mission of the Thompson Guild shall be to provide assistance and support to the Thompson Health System, its patients and its Associates, and to act as a liaison for the community and Thompson Health. The Guild's efforts will focus on public relations, fundraising, health advocacy and related programs beneficial to the Thompson Health System.

### 2012 Guild Officers

**Karen Lustick**, President  
**Ann Hanley**, First Vice President  
**Taryn Windheim**, Second Vice President  
**Bobbie Potter**, Immediate Past President  
**Judy Reader**, Treasurer  
**Sue Winslow**, Secretary  
**Marion Fladd**, Corresponding Secretary

### Newsletter Staff

**Bette Collier**, Designer  
**Jessie Meyers**, Proofreader  
**Gail O'Brien**, Writer

## Reflections on a Busy Year: 2011 in Review

It's hard to believe we're nearing the end of 2011. It's been a remarkably busy year, and I want to thank all of you for making our Guild activities successful. It's your commitment, creativity,



*Karen Lustick*

and hard work that made it possible to contribute so much to Thompson Health. As you read through this newsletter, you should be proud of all that's been accomplished. Also, please take a moment to honor the memory of Regina Crowe, whose generosity continues to help the Guild fulfill its mission "to provide assistance and support to the Thompson Health System, their patients and Associates..." Have a great holiday season!

—Karen Lustick, president

### Summer/Fall Highlights

Our annual Garage Sale raised over \$6,000, which was used to purchase a Cautery Set for the Acute Pulmonary Unit. We followed that up with our 2nd annual Plant Sale, sponsored by Miller Nurseries, where we raised over \$2,000.

In June, 40 hospital system departments participated in the 4th annual Build-a-Basket Competition and Raffle. The \$7,000 in proceeds from this event were allocated towards the purchase of Associate "Wish List" items mentioned throughout this article.

The annual Fashion Show, held at Bristol Harbour in August, featured fabulous fashions provided by The Country Ewe, Ltd. We also paid homage to benefactor Regina Crowe and presented the Deb Hawks Award to **Diane Sickmond** for her contribution to the success of the Guild Gallery Gift Shop. Look further in this newsletter to see photos and more details on this wonderful event.

Also in August, the Guild sponsored a new fundraising event, Chairs for Charity. Fourteen local artists painted a design of their choice on Adirondack chairs which were donated to the Guild. Over a two-week period, they were displayed at the hospital and downtown in the Canandaigua business district. The tickets were drawn at the Commons Park and the lucky winners left with one-of-a-kind creations. Ticket sales raised \$3,600!

The chairs are pictured in a 2012 calendar that has been on sale in Downtown Canandaigua Merchant Association stores, Wegmans and both gift shops.



A Guild-sponsored bus trip to Niagara-on-the-Lake, participation in the Silhouettes of Hope and Courage event for breast cancer survivors and the Guild's Fall Luncheon rounded out a very busy October. We presented a \$100,000 check to President/CEO Linda Farchione for the hospital's \$43.5 expansion and renovation initiative, Project Excel.

Overall donations this year helped fund \$44,000 for Associate "Wish List" items including: pulse oximeters, a portable bladder ultrasound, digital cameras, wheelchairs, a transport stretcher, a Broda pedal rocker chair, breast pumps, a fiber-optic endoscope, conference tables and delivery carts.

We hope you had an opportunity to enjoy the M.M. Ewing Continuing Care Center's 20th annual Holiday Bazaar on December 8th. To those of you who provided baked goodies or shopped the corridors for gift items, we offer a hearty "thank you."



The Emergency Department won the Build-a-Basket competition this year with "Everybody Loves Money" and received their prize of cookies from a local bakery.



## Springtime in Canandaigua

You may be aware that after many years, the Ways & Means Committee has decided to replace our annual Gigantic Garage Sale with a new event - Springtime in Canandaigua. Committee member **Ann Hanley** acknowledged the significance of this event, saying that "Because this is such a big undertaking and our first year, we are focusing all our efforts to make it a big success."

Imagine a place where regionally renowned painters, sculptors and glass blowers come together to share their latest creations, soak up the sweet sounds of music, and witness the excitement of busy shoppers. That excitement is *Springtime in Canandaigua*.

We proudly present a new opportunity to celebrate spring! Come join us for a unique art and craft experience being held April 27, 28 & 29, 2012. The Greater Canandaigua Civic Center will open its doors for a juried art and fine craft show highlighting garden accessories, metal work, drawings/graphics, fiber/wearable art, glass, specialty food, floral, jewelry, pottery and home décor.

The Thompson Guild has a long history of coordinating quality events to benefit Thompson Health. We hope you will take pride in knowing that your participation in *Springtime in Canandaigua* will continue to make this type of philanthropic support possible.

We hope you will take the first step in joining our volunteer team by calling **Marianne Gallagher** at (585) 396-9473 or emailing mgags06@aol.com. For more details, go to [www.springtimeincanandaigua.com](http://www.springtimeincanandaigua.com).



### Membership Matters

If you're a Guild member, that's great! Did you know you're part of more than 220 current members?

Membership is an important aspect of the Thompson Guild. Your dues and support of our fundraising events provide Thompson and its Associates with many things needed to keep the health system a top-notch facility and provide supplementary items that add to patient comfort and satisfaction.

Besides having the knowledge you are supporting a worthy organization, you receive invitations to our annual spring meeting and fall luncheon and copies of our newsletter, *The Guided Lily*. You are also invited to volunteer at any of our fundraisers. It's fun and a great way to make new friends.

Guild membership is from January 1st to December 31st of each year. Forms will be sent out the last week of December. Please consider joining us again. If you have a friend or acquaintance that might be interested in joining, please call **Sue Winslow**, Membership Secretary, at (585) 394-5575 or email [dwinslow@frontiernet.net](mailto:dwinslow@frontiernet.net).

### Tree of Lights

The annual Tree of Lights ceremony was held December 5th in the courtyard between the main entrance to Thompson Hospital and the Continuing Care Center. Brochures were mailed in October, inviting people to remember loved ones or honor friends with a light.

The ceremony opened with Thompson Guild President **Karen Lustick** and Thompson Health President/CEO **Linda Farchione** welcoming guests, followed by a prayer offered by Chaplain **Mark Henson**. Thompson Bear, along with the children present, threw the switch to illuminate the tree. Music by the Seneca Soundwaves and the Thompson Tones added a nice holiday touch. Cookies and hot and cold beverages were served in the M.M. Ewing Continuing Care Center dining room. The tree remains lit throughout the holiday season, so if you haven't seen it, there's still time.

### Donate Life

Acting on a prompt from the Healthcare Association of New York State (HANYs) and the New York Alliance for Donation, the Guild is helping to raise awareness and promote organ donation.

Every year, more than 1,500 people in New York State receive kidneys, livers, and hearts that have been donated for transplantation. However, with more than 8,000 still on waiting lists, the need for organ donations far exceeds the supply. As a resident of New York, you can enroll in the Organ and Tissue Donor Registry online, or you can sign up through the Department of Motor Vehicles when you apply for or renew your license or non-driver ID. Visit [www.donatelifeny.org](http://www.donatelifeny.org) to learn more and find out how you can make a difference.

## Guild 2011 Fashion Show



*Fashions (and models) provided by The Country Ewe.*



*Co-chairs Debbie Rought, left, and Judy Reader, right.*

The Fashion Show Committee, co-chaired by **Debbie Rought** and **Judy Reader**, wants to extend its sincere gratitude to the Thompson Guild for its show of support this year.

Lunch was enjoyed by 272 people at Bristol Harbour on August 18th. Fashions were provided by The Country Ewe, Ltd. and coordinated by Sue Cutri. Sue added an extra surprise when she announced her store held a 50/50 raffle and presented a check to the Guild in the amount of \$1,000. As if that were not generous enough, Sue had yet another surprise! During the show, selected models removed a fashion accessory (i.e. jewelry/scarf) and presented that item to a lucky ticket holder.

Special thanks to our Boutique participants who showcased their trendy and classic clothing, jewelry and accessories: Adorn Jewelry & Accessories, F. Oliver's Oils & Vinegars, Finger Lakes Gallery & Frame, Guild Gallery Gift Shops, Joolz, Lanas by Lita, Pam Nakoski Custom Jewelry, Recollections Antiques, and The Country Ewe. Special thanks to Constellation Brands and Zotos International for the wine and gift bag specialty items.

What a great way to spend a summer afternoon and what wonderful news to share. The show profit, \$8,605, was applied towards the purchase of additional digital mammography equipment in the Diagnostic Imaging Department!

We, like you, look forward to another fun-filled afternoon in 2012.

### More About Digital Mammography

Thompson Health is committed to offering state-of-the-art diagnostic technology and, in late 2010, added full-field digital mammography to its cancer-detecting arsenal. Easily stored and transferred electronically, digital images can be enhanced, magnified or manipulated on a high-resolution monitor, which can help the radiologist see specific areas more clearly. The technology can also significantly reduce the time patients spend in the exam, as well as reduce the need for repeat exams. Knowing that some women avoid annual exams because they have found the traditional mammography equipment to be uncomfortable, Thompson also added the MammoPad® breast cushion to make the experience more comfortable for patients. The hospital has two digital mammography units. The proceeds from the Fashion Show helped support the purchase of additional mammography equipment this year.

### The Regina Crowe Legacy

During the Fashion Show, the Guild recognized the legacy of Regina Crowe, who passed away in 2008 at the age of 88.

Regina grew up on a farm her parents owned on Crowe Road in Gorham. Regina went to



*Regina Crowe pictured in portrait on right.*

Mechanics Institute, now RIT, graduating in 1942 as a culinary major specializing in institutional food management. For 33 years, she was the cafeteria manager at Greece Central Schools.

Her minister, Reverend Kennedy, told of Regina's tremendous appreciation for Thompson Health because of the way her parents were treated during various illnesses. She also had a great experience with Thompson herself. Reverend Kennedy noted that Regina felt that Thompson Health was the most important and vital asset of our community. She felt it was a gift from God.

Thompson Guild and Thompson Health see Regina Crowe's gift of over \$700,000 as one of the most significant personal donations they have ever received. We have already spent \$300,000 to renovate the radiology suite at the Urgent Care Center in Farmington with state-of-the-art digital x-ray equipment. The remainder of the funds will be used in an appropriate manner that will honor Regina and her family, giving Thompson Health those special extras that only this gift could provide. The Guild offers special thanks to this humble lady whose gift has so enriched us. We're sorry we never had the opportunity to thank her in person, but we're all appreciative of her incredibly generous gift.



## Fall Luncheon

With a hint of fall in the air, more than 65 women enjoyed camaraderie and good food at the Fall Luncheon, held at the Canandaigua Country Club. Luncheon co-chairs **Jean Seager** and **Gail O'Brien** created a festive fall-themed atmosphere which was complemented by Chef Brian's fall luncheon menu.

There were two featured speakers, **Jeanna Savage** and **Wendy Mulholland**. Jeanna is the director of a new program at Thompson Health entitled Spirit of Women and Wendy is the Director of Diagnostic Imaging.

Jeanna explained the Spirit of Women program and reviewed past and upcoming events, gave out promotional materials, and described how to become a member. She also shared information about Thompson's Women's Health Service Line.

"The primary focus of Spirit of Women is on improving the health and well-being of women and families in our communities," said Jeanna. She went on to say that women make more than 85% of healthcare decisions for their households. Spirit of Women is designed with that in mind and will strive to empower women to take action that results in better health for their families and themselves, while utilizing the accessible healthcare programs available at Thompson Health.

Also at the luncheon, President **Karen Lustick** had the privilege to present President/CEO **Linda Farchione** with a check in the amount of \$100,000 to fulfill a portion of our Guild pledge to Project Excel.



Linda Farchione, left, and Karen Lustick, right.

## Bus Trip to Niagara-on-the-Lake

In conjunction with Tours by Arlene (Stell), the Guild sponsored a trip to Niagara-on-the-Lake on Tuesday, October 4th. Led by Guild Board Member **Bobbe Dannenbrink**, 48 participants left Canandaigua in a Covered Wagon tour bus on a rainy morning. However, Canada greeted us with a beautiful, warm and sunny day. After late morning shopping and lunch, the group enjoyed a musical with which we're all familiar, *My Fair Lady*. Everyone agreed the cast was extremely talented (great actors with exceptionally great voices) and the production was as good as anything you'd see on Broadway.

We ended our stay in Canada at the Queenston Heights Restaurant overlooking the Niagara River, where a four-course meal was enjoyed. Fall in Canada: Who could ask for more? Everyone agreed it was a great trip. We look forward to working with Arlene on our next trip.



From left to right: Jean Seager, Linda Dye, Diane Sickmond and Gail O'Brien.

### Birthing Center News

As the cooler months approached, **Marge Long**, Guild Advisory Board member, began to purchase warm fleece one-piece sleepers for infants in need at the Birthing Center. Additional purchases will be made to ensure Thompson's precious little bundles are warm for the duration of winter and into spring.

### Gift Shop Welcomes New Volunteers

The Guild Gallery Gift Shops are always looking for more volunteers. All community members are invited to apply. Call Bonnie Dennis at (585) 396-6661 to schedule an interview.

## Guild Gallery Gift Shop News

Change is in the air. **Diane Sickmond**, Guild board member and gift shop liaison, as well as members of the Gift Shop Committee arrived early on a Sunday morning in October, closed the shop for the day and transformed it into a Christmas wonderland. An artificial fireplace was installed and they went to work stocking the shelves and decorating the tree. Merchandise is flying off the shelves and we're hoping you'll hurry in to visit while the best selection is still available. Several outstanding raffle items are planned during this time. A \$1 donation is all it takes to enter.

Also in October, the Gift Shop had a table set up promoting our merchandise at the Spirit of Women's "Girls' Night Out." It was good exposure for the shop and an enjoyable evening for all attendees.

Our 3rd annual Spooktacular Sale was held in October in the Thompson Conference Center. It featured handbags, jewelry and scarves. We also had some fantastic bargains available on our clearance table.

Diane's records indicated approximately 70 gift shop volunteers logged more than 8,000 hours in 2011! 43 volunteers have permanent shifts. Those remaining volunteers are substitutes and fill in as needed. As always, Diane and Bonnie can use more volunteers. They're hoping once again to exceed gift shop sales from previous years as all proceeds benefit Thompson Health.

Coming soon...new cash registers for both the Continuing Care Center and Hospital shops should arrive by year end. Training will begin as soon as they arrive. **Bonnie Dennis**, Gift Shop manager was quick to say, "These new registers replace antiquated equipment and will make ringing up sales much simpler for the volunteers and quicker for customers."

Thank you to all our volunteers, Associates and shoppers. Happy Holidays!



Bonnie Dennis, left, and Diane Sickmond, right.

## The Deb Hawks Award

This recognition award is given in memory of Guild Past President Deb Hawks to a member of the Guild Board who possesses personal characteristics valued by the Guild: qualities Debbie embodied, particularly her spirit of collaboration and teamwork, volunteerism, board participation, respect for others and caring.

At the Fashion Show this year, President Karen Lustick announced the recipient of this year's Deb Hawks Award: **Diane Sickmond**, Guild Gift Shop liaison. Over the past 16 ½ years, Diane's contributions to Guild activities have been characterized by quiet efficiency, dedication and competence.

Diane participated both in moving the hospital gift shop to its current location and opening the Continuing Care Center gift shop. The results of these efforts are impressive. From 2006 to 2010, there was a \$66,000 increase in gift shop revenue. This 33% increase is no small feat, especially because it occurred over a period marked by economic hard times.

## Family Caregiving Series

The Guild supported the recent Family Caregiving Series, presented by Thompson Health and the American Red Cross. This series focused on educating and supporting people responsible for caring for a parent or other family member. The Guild's financial support allowed for four sessions to be held at the American Red Cross office in Canandaigua.

Guild Board Member and 2nd Vice President **Taryn Windheim**, who is also the director of the American Red Cross in Canandaigua, worked with the health system to present the following topics of interest: *Legal and Financial Issues, Stress Relief, Taking Care of the Caregiver, and Comfort, Palliative and Hospice Care*. Over 50 people attended.

"This was the Guild's first partnership with the Family Caregiving Series and the success of the program was a direct result of the Guild's support," says Taryn.

## Making Wishes Come True

Thompson Guild is proud to support the Sharon M. Pepper Wish Upon a Star program, which grants wishes of residents in the M.M. Ewing

Continuing Care Center. A recent gift of \$5,000 will make even more wishes come true for residents like Frank. Frank's wish was to visit Finger



Lakes Casino and Race Track, where he had worked for many years. He was greeted warmly by former coworkers, and was invited to enjoy a moment in the winner's circle, something that was meaningful not only to him but to his proud wife as well.