

The

Guilded Lily

Newsletter



Guild Board 2011. Sitting (l-r): Debbie Rought, Myrna Ortiz, Judy Reader, Jan Bourque, Gerry North, Marion Fladd, Sue Winslow. Standing (l-r): Anne Hanley, Terry Tromblay, Diane Sickmond, Jean Seager, Taryn Windheim, Gail O'Brien, Edythe Gansz, Bobbie Potter, Shirley Miller, Kathleen Duserick, Mina Drake, Karen Lustick. Missing from photo: Dawn Case and Bobbe Dannenbrink.

Welcoming our Newest Guild Board Member

The Guild welcomes its newest member, Mina Drake. While living in South Korea, Mina met and married her husband, who was stationed in South Korea for his career with the military. She moved from Seoul to Naples, N.Y. in 1973 and began a career in retail at Dinzler's. She later worked at Naples Creek Leather, where she learned to sew. Mina became a specialist in the design and sewing of leather garments and, in 1977, opened her own leather shop in Naples called Sewing by Mina. Mina loved her work with the Naples community, but chose to close her shop due to the strain of the national economic downturn.

For the past three years, Mina has been involved with Thompson Health as a volunteer in the Guild Gallery Gift Shop and now looks forward to her new role as an active member of the Guild Board.

Mark Your Calendars!

Saturday, April 30
Gigantic Garage Sale
at Canandaigua Civic Center

Wednesday, May 25
Annual Spring Dinner
at Canandaigua Country Club

Saturday, May 7
Mother-Daughter Tea
at the Granger Homestead

Thursday, August 18
Fashion Show and Luncheon
at Bristol Harbour Resort



Looking Back –

The Year in Review

For over 100 years, the Guild has fulfilled its mission “To provide assistance and support to the Thompson Health System.”

With the arrival of 2011, the Guild is free to reflect on the past year and take pride in what it has accomplished. Sometimes it is easy to lose sight of the results of our efforts, so here is a summary:

The Board spent countless hours deliberating how the money raised throughout the year (and the money that has been wisely invested over previous years) should be allocated. Committee chairs and committee members, all volunteers, can take pride in knowing their hard work resulted in better service for patients and tools which Associates can use to be more effective and knowledgeable.

We started off the year by purchasing a handicapped-accessible, air conditioned bus for residents of the M.M. Ewing Continuing Care Center and The Brighter Day participants at an estimated cost of \$60,000. It turned out the cost was less than \$60,000, so we allocated the remaining \$4,500 for the purchase of an automatic door to create better exit ease in the Rosewood section of the Continuing Care Center.

We also contributed \$9,000 in honor of Deb Hawks, Past President of the Guild, towards the Memorial Garden adjacent to the hospital, as well as \$5,000 to the Ontario County Foundation to assist youngsters and adolescents in need of health care assistance.

The proceeds from the Basket Raffle, designated to benefit Associates, was allocated to purchase eight Logitech Pro 9000 Web Cameras (at \$110 each) to connect Thompson off-sites to the main campus; two 8-burner grills at \$400 each for use at special events; a \$3,400 LCD-LED high definition television for use during educational activities in the Thompson Conference Center; two service carts with acrylic dome covers, \$800 each, for use during bereavement ceremonies for families and at all Associate functions; and three phlebotomy carts at \$1,750 each.

Scholarships were awarded to two graduating seniors from Naples Central High School and Red Jacket High School. This year, we increased our contribution to \$2,000 each to keep pace with inflation. In addition to the student scholarships, it has always been our practice to contribute \$10,000 to the Health System’s Education Fund, allowing Associates the opportunity to attend workshops, seminars and certification courses.

We added money from our general fund to the Garage Sale profit and purchased a VeinViewer® Vision Imaging System for \$18,000, making IVs and blood draws quicker and less painful for infants. We know parents will be forever grateful for this convenience.

With money from the Regina Crowe estate, we contributed \$350,000 to upgrade the Urgent Care Center on Route 332 in Farmington, and we have made a seven year pledge to Project Excel, Thompson Health’s expansion/renovation initiative, in the amount of \$300,000. In exchange for this substantial pledge, we have been granted naming rights to the new cafeteria.

The Fashion Show profit was also substantial and was applied to the purchase of a \$10,000 Underwater Aquatic Treadmill for the Physical Therapy Department. This treadmill will be used for walking and back stepping. The benefits of aquatic exercise are many, including reducing blood pressure and stress. It is often recommended following surgery to minimize post-operative swelling.

As stated at the beginning of this summary, the Guild has been busy holding fundraising events that allow us to continue initiatives that benefit Thompson Health... and you and me! We hope you take pride in knowing your dues and your willingness to volunteer and attend Guild functions has made all this possible. Now onto 2011! – *Gail O’Brien*

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Pencil Us In



Bobbie Potter

With the holidays behind us and winter partially over, we can now look forward to spring and our upcoming events. Get out your date books and pencil in our 2011 Guild

functions. You won’t want to miss out on the following events:

Our annual Gigantic Garage Sale will be held at the Canandaigua Civic Center on Saturday, April 30. Information regarding the drop off dates and times will be mailed to you soon. In the meantime, start gathering up unwanted items to contribute to this major Guild fundraiser.

Our annual Spring Dinner will be held Wednesday, May 25 at the Canandaigua Country Club.

Our second major fundraiser, the annual Fashion Show and Luncheon, is scheduled for Thursday, August 18 at Bristol Harbour Resort.

I thank you all for your past support and hope you’ll be able to join us at one or more Guild events in 2011. Postcards for all events will be mailed to members in time for you to make your reservations.

– *President Bobbie Potter*

Mission of the Thompson Guild

The purpose of the Thompson Guild shall be to provide assistance and support to the Thompson Health System, their patients, 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.



We Continue to Grow

Membership Chairperson Sue Winslow is happy to inform you that Guild membership grew last year to 232. Even better, we lost very few members.

Dues renewal forms were mailed at the end of December. We extend our thanks to members who renewed since January 2011. We are hoping to increase our membership or that members will upgrade their membership level this year.

2010 membership reflected an increase since 2009. Because membership is the lifeblood of our organization, we want to offer our thanks and appreciation for your support and remind you that membership is open to everyone who supports Thompson Guild and our mission.

Membership levels encompass many affordable levels from which to choose:

- Member - \$15.00
- Supporting - \$25.00
- Patron - \$50.00
- Benefactor - \$100.00
- Life Member - \$300.00

The membership application also includes a section that offers you an option to sign up for the Gigantic Garage Sale, the Fashion Show or both. We can always use extra hands, and the more volunteers we have, the lighter the work load.

If you have not received your renewal application, or perhaps set it aside during the hustle and bustle of the holiday season, feel free to pick one up at the Guild Gallery Gift Shop or contact Sue Winslow at 394-5575 or dwinslow@frontiernet.net. Better yet, if you have friends or family members who are unaware of the good that we do, please share this newsletter and encourage their support.

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Hoilday Smiles and Gratitude

Thompson Associates deeply appreciated the “Next-to-New” holiday sale held on December 11. Your generosity assured that Santa left plenty of gifts under the Christmas trees of hospital Associates. The effect of your contributions was evident in the expressions of wonder and joy on the faces of so many as they found special gifts for their loved ones. Thank you for demonstrating the true spirit of the holidays by supporting this event.

Says Guild board member Karen Lustick, “This is the second year the Guild has managed this sale and we will continue to be involved in 2011.”

Gear Up for State Budget Advocacy

The Health Care Association of New York State (HANYNS) has alerted us that advocacy will be critical in the coming weeks and months, particularly if Governor Andrew Cuomo’s budget includes health care cuts. HANYNS encourages you to call or write to your state representatives and emphasize that health care cuts are not the answer.

In the meantime, the Guild has named a new HANYNS representative, Taryn Dobbs Windheim, who is no stranger to politics and who would be more than willing to discuss these proposed impacts with you. She can be reached at 393-9004. We would also like to take this opportunity to thank Ann Hanley who has effectively served the Guild as our HANYNS representative for many years.

2010 - 2011 Guild Board Officers

- President Roberta (Bobbie) Potter
- Past President Shirley Miller
- 1st Vice President Open Position
- 2nd Vice President Karen Lustick
- Treasurer Debbie Rought
- Recording Secretary Sue Winslow
- Corresponding Secretary . . . Marion Fladd

Newsletter Staff

Writer: Gail O’Brien; Proofreader: Jessie Meyers; Graphic Designer: Bette Collier. Questions/comments can be emailed to Gail at tomygail@frontiernet.net.

Medical Needs Being Met

Thanks to the \$5,000 Guild donation to the Ontario County Children’s Foundation, the Foundation’s Health Committee has approved 115 requests for individuals. \$2,000 was given to support the summer program for Happiness House participants. In addition, \$4,000 was given in support of students in need participating in a new Canandaigua Y program, which addresses the growing obesity crisis. Prescriptions, counseling, medical expenses and eye and dental care requests were also supported.

“The Health Committee is very grateful for the generous designated support to the Foundation from the Guild for the medical needs of Ontario County children,” says Dr. Mary Brady, Health Committee Chair for the Ontario County Children’s Foundation. “Without this boost to our annual designated budget, the Foundation’s Health Committee would not have been able to provide all the assistance that is needed.”



Help Wanted

The date for the 2011 Gigantic Garage Sale is set for Saturday, April 30 at the Greater Canandaigua Civic Center. This is a major Guild fundraiser and its success requires a large amount of help. As in past years, volunteers are needed

Monday, April 25 through Thursday, April 28 from 3:00 p.m. to 7:00 p.m. to sort, price and place items out for sale. On the actual day of the sale, volunteers are needed from 8:30 a.m. until 3:00 p.m. You can

volunteer for any amount of time that fits your schedule both prior to the sale and on the sale day.

Think of us when you're spring cleaning and bring your unwanted treasures to the Civic Center prior to April 29. If you need your items picked up or want to volunteer, call Chairperson Dawn Case at (585) 202-0105.

With the help of the community and the wonderful group of volunteers last year, we were able to buy a much needed VeinViewer® Vision Imaging System for the Birthing Center. You'll read about the value of this piece of equipment elsewhere in this newsletter, but there's one more point we want to emphasize: Doesn't it make you feel good knowing the effort that went into last year's Gigantic Garage Sale has made all our hard work worthwhile, especially for the babies (and parents) who will become the beneficiaries of the VeinViewer? Please show your support for our Gigantic Garage Sale again this year to ensure our support of Thompson's patients, large and small alike.



2010 Garage Sale Volunteers.

Local Contributions Made Tree of Lights a Success

The 2010 Tree of Lights project, co-chaired by Shirley Miller and Kathleen Duserick, received 770 contributions this year from 321 community members. These included 680 in memory of loved ones and 90 in honor of family members and friends. The total amount raised exceeded \$6,500 this year.

The Seneca Soundwaves provided holiday music prior to the tree lighting ceremony. Guild President Bobbie Potter and Thompson Health President/CEO Linda Farchione welcomed attendees, followed by a prayer given by Thompson Chaplain Mark Henson. Thompson Bear gathered the children present to assist in the lighting of the tree. Immediately following the ceremony, everyone enjoyed refreshments in the M.M. Ewing Continuing Care Center.

The Tree of Lights ceremony always seems to fall on a cold and blustery night, but the enthusiasm and spirit of those who attend never diminishes. Your donations, given in memory or honor of your loved ones, were greatly appreciated, and their names have been added to our Tree of Lights Commemorative Book.

A Tisket, a Tasket, We've Got Baskets...

One of our favorite annual events is the Basket Raffle, a week-long event that takes place in June. The Guild asks each health system department to create a themed basket worth at least \$25.00. The imagination and enthusiasm of Associates is so contagious that we all look forward to managing it. Because this is an Associate undertaking, all proceeds go back to them.

(Please note: Every year, the Guild receives a Wish List from the Associates from which we choose items. You may refer to "Year in Review" for a substantial list of projects and items funded in 2010.)

New Events Being Planned

The Guild Ways and Means Committee has met and is looking forward to introducing new events to offer our members. Plans are underway for a Mother-Daughter Tea to be held at Granger Homestead on Saturday, May 7, just prior to Mother's Day. More information will be mailed to members. In the meantime, save the date.

In 2012, the Guild would like to sponsor a Valentine Brunch on Sunday, February 12. If that sounds like a good idea to you, let us know. In the meantime, the committee will continue to refine and develop a plan.

Get Ready to Buy Some Bling

On Friday, March 25, the Guild will sponsor a jewelry sale in the Thompson Conference Center from 8:00 a.m. to 4:00 p.m. D&D International Jewelry Design will feature imported gold in 18 KT, 14 KT and silver from Italy, Turkey and Spain at discount prices, along with a large selection of warrantee watches, including designer watches.

Next, Get Ready to Sell Some Bling

Gold Refinery, a company that specializes in gold, will be at Thompson Health on Tuesday, April 19 and Friday, April 20 to buy your gold. Since gold is at an all-time high, we are pleased to offer this service to Associates and the community at large.



High School Scholarship Opportunities

Do you know a high school senior? A grandchild, child or relative who could benefit from financial assistance? He or she may be eligible to receive a \$2,000 Guild scholarship.

Annually, the Guild awards two \$2,000 scholarships to two high school seniors residing in the service area of Thompson Health: the Phyllis Ehmann Memorial Scholarship and the Thompson Guild Scholarship. Scholarship recipients must be registered in a human health-related field and must successfully complete their first college semester and pay their second semester bill in order to receive their scholarships.

The following schools will be receiving scholarship information by the end of February 2011:

- Bloomfield Central School District
- Canandaigua Senior Academy
- Honeoye Central School District
- Honeoye Falls – Lima Central School District
- Marcus Whitman Central School District
- Naples Central School District
- Phelps-Clifton Springs Central School District
- Red Jacket Central School District
- Victor Central School District

The Career Counseling Centers (Guidance Offices) will supply applications. The deadline for filing the application will be noted on the form. Recipients of these scholarships will be announced at the Guild Spring Dinner on Wednesday, May 25, 2011.

Kathleen Duserick and members of the Scholarship Committee wanted to share this beautifully-written thank you letter. It certainly proves that what we do matters.

I would like to thank all the members of the Guild for inviting me and my family to the Annual Spring Dinner. It was very nice to meet everyone and to be recognized in such a special way. When I was listening to the speech that had been prepared about my accomplishments, it made me realize that I wouldn't be where I am today without all the people that have supported me, and that group of people now includes the Guild. I feel so fortunate to have been chosen by the Guild as a 2010 recipient of the Phyllis Ehmann Memorial Scholarship. Thank you so much for your generosity in funding this award.

Through the support of the Guild, I am well on my way to achieving my academic goals and hope that with my degree in biochemistry and my dream of becoming a doctor, I will be able to make a difference for others in a way as meaningful as the Guild has done for me and others.

Sincerely,

Mariah E. Haley

2010 Scholarship Recipient

VeinViewer® System Helps Thompson's Tiniest Patients

Thompson Guild has generously donated nearly \$18,000 to purchase a state-of-the-art VeinViewer® Vision Imaging System for the Birthing Center at F.F. Thompson Hospital. This machine allows clinicians to view babies' veins using near-infrared light and patented technologies, providing a venous "road map" to follow.

While it is often difficult to find an infant's tiny veins using only the unaided eye, the VeinViewer® enables clinicians to see accessible veins before inserting the needle to draw blood or begin an IV, increasing comfort and efficiency and reducing stress.

"With this vein viewer, we have already been able to reduce the number of painful needle sticks in the babies," remarked Deborah Jones, RN and Nurse Manager of the Birthing Center. "We are so grateful to the Guild for all their support over the years."



(l to r): Shirley Miller, Immediate Past President of Thompson Guild; Bobbie Potter, President of Thompson Guild; Paula Faulkner, RN; Coleen Fisher, OB tech; Greta Ledgerwood, RN; and Deborah Jones, RN, BSN, Nurse Manager of the Birthing Center and 2 West APU.

The Guild purchased the VeinViewer® in part from the proceeds of the Gigantic Garage Sale, which was held in April. Because the equipment will help staff and patients across the health system, the Guild is purchasing a second VeinViewer® for F.F. Thompson Hospital.

In fact, the VeinViewer® has already benefitted an adult patient in the Emergency Department. In the past, this patient had required many punctures to obtain IV access or draw blood, which made for an uncomfortable and time-consuming process for both patient and clinician. With the VeinViewer®, clinicians were able to identify veins both for citing the IV and drawing blood and did so with a single needle puncture.

"This machine made a huge improvement in his hospital experience," Deborah commented. "It was a pretty awesome success story."

A New Year and New Beginnings



Bonnie Dennis, manager

Readers may be aware that Jean Wheaton, Gallery Gift Shop Manager for the past eight years, tendered her resignation and has now joined the ranks of the retired.

Diane Sickmond, Guild Gift Shop liaison, recently welcomed our new Manager, Bonnie Dennis. Bonnie started training in early December and has taken over management of the Guild Gallery Gift Shop as of January 3. Bonnie lives in Canandaigua, has four children and comes with much experience from Annie's Hallmark Card & Gift Shop. If you haven't already met her, please stop in and introduce yourself.

In order to better serve our patrons, we are conducting a Gift Shop survey of our Health System Associates and Volunteers. Results will be published in the next newsletter. One lucky survey participant will receive a \$50 gift certificate to be used in the Gift Shop. (Note: Gift certificates are always available for purchase in any amount).

In January, a Hospital Gift Shop Consultant spent three days in the Gift Shop and advised us on ways to better utilize our existing space, reviewed survey results and recommended areas for improvement. You'll read more about her recommendations in future newsletters.

Another successful year has passed and, as always, we are looking for more volunteers. If you or anyone you know has a few extra hours to spare, we would love to have you join our team. Give Bonnie a call at (585) 396-6661. All Gift Shop volunteers receive a 25% discount on most Gift Shop purchases.



Fashion Show Funds Purchase of Treadmill

The Guild Fashion Show, the second of our major fundraisers, was held on Thursday, August 19, 2010 and was a great success! We raised \$8,800, which was applied to the purchase of an Underwater Treadmill for the Physical Therapy Department (please see "Year in Review" for more details).

Be sure to save the date of our 2011 Fashion Snow - Thursday, August 18 - and join us at Bristol Harbour for this fantastic and entertaining luncheon event. Co-chairs Deb Rought and Judy Reader are excited to showcase fashions from The County Ewe, back by popular demand!