



HEALTHCARE HOSPITALITY NETWORK

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# 2020 Virtual Conference

DAY 1 | OCTOBER 14TH

DAY 1 WELCOME | 11:00 a.m. PST

**Melissa Thompson, President**

HHN Board of Directors and Director of Operations, SECU Family House in Winston-Salem

SESSION 1: NONPROFIT MANAGEMENT | 11:15 a.m. – 12:15 p.m. PST

## Leadership in a Time of Crisis

**Michelle Lemming, President & CEO**

Texoma Health Foundation

Michelle Lemming has first-hand experience as the Founding Executive Director of the Health Services Recovery Council that provided real time guidance to 18 healthcare organizations most impacted by Hurricanes Katrina and Rita. She will be sharing keys to successfully leading your organizations and teams during times of crisis. This session will include best practices around collaboration across government and private entities and ensuring that your organization emerges from crises with a solid financial infrastructure.



*Michelle Lemming has been the President and CEO of Texoma Health Foundation since 2007, where she has overseen over \$33 million distributed in grantmaking and charitable projects since the foundation's inception, the expansion and extended focus of Reba's Ranch*

*House, the creation of strategic grantmaking, and their expanding endowment funds. She is one of 40 selected by the Robert Wood Johnson Foundation for the National Culture of Health Leaders Award. Previously, she has led local, regional and state collaboratives addressing most pressing needs, including the appointment of Executive Director for Louisiana's Health Services Recovery Council, which guided 18 healthcare organizations impacted by Hurricanes Katrina and Rita.*

SESSION 2: NONPROFIT MANAGEMENT | 12:20 p.m. – 1:20 p.m. PST

## Diversifying your Revenue in Uncertain Times

**Steven Shattuck, Chief Engagement Officer**

Bloomerang

This session will focus on how to diversify your revenue streams during the current uncertain economy. This presentation will include how to increase your revenue from individual donations, create lifetime value, improve donor retention, and include research from the Giving USA studies that identifies successful best practices from case studies.



*A prolific writer and speaker, Steven curates Bloomerang's sector-leading educational content, and hosts our weekly webinar series which features the top thought-leaders in the nonprofit sector. Steven has contributed content to the National Council of Nonprofits,*

*AFP, NTEN and Nonprofit Hub, and is a frequent conference speaker, having spoken at AFP International, NAYDO, Cause Camp, ADRP, the Nonprofit Storytelling Conference, and Planet Philanthropy to name a few. He is a co-author of Fundraising Principles and Practice: Second Edition.*

*He is the author of Robots Make Bad Fundraisers – How Nonprofits Can Maintain the Heart in the Digital Age, published by Bold and Bright Media (2020).*

\*Members working towards their certification can earn 1 CEU in the categories noted for each session.

## Developing a Successful Volunteer Strategy During a Pandemic

**Amy Lytle, Executive Director**  
HandsOn Northwest North Carolina

How healthcare hospitality professionals can effectively engage volunteers during COVID-19, whether those volunteers are in-person, remote, or virtual—and using all three to develop a successful volunteer recruitment, engagement, and retention strategy.



*Amy Lytle is the first-ever Executive Director of HandsOn Northwest North Carolina, which began in 2007 with a mission to mobilize people and organizations that inspire community change. HandsOn NWNC engages thousands of volunteers in meaningful service opportunities each year and supports a network of approximately 400 different nonprofits. As a volunteer herself, Amy serves on the Board of Directors for numerous local and national organizations, and has been recognized as one of the Forty Leaders Under 40 by the Triad Business Journal.*

## Operations, Managing Team Dynamics - Maintaining a Healthy and Cohesive Team During Turbulent Times.

**Panelists:**

**Angie Stiff, Executive Director**  
Hospitality House of Nashville

**Sophia Zon, Programs Director**  
Hospitality House of Charlotte

**Jennifer M. Discher, Ph.D**  
Vice President, Mission and Values Integration,  
Mercy Health - St. Vincent Medical Center and  
Children's Hospital

**Michael A. Printz, Director of Finance & Operations**  
Family House, Inc.

This panel discussion will focus on managing a positive, cohesive, and healthy team dynamic during challenging circumstances. Panelists will share best practices and tips for overcoming the unique challenges of reduced staffing, remote staffing, and increased responsibilities that can accompany difficult or turbulent times.



*Jennifer Discher is the Vice President of Mission for Mercy Health – St. Vincent Medical Center and Children's Hospital and Regional Director of Spiritual Care and Ethics. Jennifer's 17 years of service with Mercy Health began when she joined Mercy Health in 2003 as the Director of Campus Ministry and Coordinator of Service Learning for Mercy College of Ohio. Jennifer has been a champion of the ideals and commitment witnessed in the lives of the women of the founding congregations of MercyHealth. Jennifer's passion for theology, education, and healthcare motivates her work in mission and the development of a culture of presence, clinical excellence, and compliance within our facilities.*



*Currently, Sophia serves as Programs Director for Hospitality House of Charlotte, where a summer volunteer opportunity opened the door to a passionate career in Healthcare Hospitality. She quickly found a foothold in Operations, pulling from her diverse background and experience, and now works tirelessly to ensure that the House operates smoothly, volunteers are prepared and organized, and that everyone who steps into the House has a great experience. Sophia spent over 15 year years in the Hospitality Industry before finding her calling at HHOC, in her hometown of Charlotte, North Carolina.*



*Angie Stiff initially started in corporate sales and account management before joining the non-profit world in 2004 with the Cystic Fibrosis Foundation and in 2014 as the Executive Director of Pinson Hospital Hospitality House in Nashville, TN, where she oversees all operations, budgets, and a full-time staff of five. In 2020, under Angie's management and with even more stringent safety protocols in place, PHHH has remained OPEN throughout the COVID-19 pandemic in Nashville with not one case of COVID-19 to date. So far this year, PHHH has housed 670 families, while the two other medical housing facilities in Nashville have been shut down due to national corporate mandates.*



*Michael Printz has been with Family House for over seven years. He is a versatile and imaginative management professional skilled at seeing the big picture while focusing on the details.*