

IOWA HOSPITAL AUXILIANS AND VOLUNTEERS

November 5



IOWA HOSPITAL
ASSOCIATION



CONFERENCE OVERVIEW

The Iowa Hospital Auxiliaries and Volunteers (IHAV) Conference offers auxiliaries, volunteers and managers an opportunity to learn, connect and lead. Through educational sessions led by nationally recognized volunteer management expert Susan Sanow, attendees will explore strategies for empowering volunteers, strengthening program operations and developing effective volunteer ambassadors. The day also includes the IHAV update and networking opportunities with colleagues from hospitals across Iowa.

CONFERENCE AGENDA

9 a.m. **Registration**

9:30 a.m. **Welcome**

Jamie Henley, President, Iowa Hospital Auxiliaries and Volunteers, and Director, Volunteer Services, Mercy Medical Center, Cedar Rapids

9:35 a.m. **Empowering Volunteers to Lead**

Susan Sanow, CVA, Senior Manager for Volunteer Management Education, Volunteer Fairfax, Virginia

Can your volunteers take it to the next level and become your best volunteer leader? Let's discuss how you can recruit, target, engage, coach and transform volunteers to become all that you need them to be. We will talk about identifying volunteers and potential leaders, becoming more coach than supervisor, and discovering the recognition hot buttons for your shining volunteer stars.

Learning Objectives:

- Identify where and when to cultivate an "empowered volunteer" while understanding why others may never consider such a role – and how to succeed with both.
- Build reasonable expectations for the leaders of volunteers, what an empowered volunteer can and cannot do.
- Address the care and feeding of empowered volunteers as well as how to best keep empowered volunteers from burning out.

10:30 a.m. **Break**

10:45 a.m. **The Volunteer Manager's Essentials: Policies, Documents, Data**

Susan Sanow, CVA, Senior Manager for Volunteer Management Education, Volunteer Fairfax, Virginia

Is your volunteer program always ready for anything? Let's discuss the essential documents, policies, data points and communication vehicles you should have in place. Take an inventory of what has been developed as well as what still needs to be written, tweaked or revised. This is a great opportunity to stop and take stock of your volunteer program.

Learning Objectives:

- Identify a "ready-for-anything" array of documents for your volunteer program including core documents, policies, data points and communication tools every volunteer program should have in place.
- Assess what a leader of volunteers already has in place and identify what's missing, what needs updating and whether your program is at risk with any missing items.
- Look at ways to prioritize, plan and time for needed additions/improvements. Actions can include plans for writing, revising and strengthening a volunteer program's infrastructure so that the leader of volunteers can move forward with confidence, consistency and readiness.

11:15 a.m. IHAV Update

Jamie Henley, President, Iowa Hospital Auxiliaries and Volunteers

Join us for an update as you meet your IHAV leadership team, reflect on the accomplishments, activities and impact of 2026 and look ahead to the opportunities and events planned for 2027. Learn how IHAV continues to support and connect auxiliaries, volunteers, volunteer leaders and gift shop managers across Iowa while exploring new ways for members to engage in the year ahead.

11:45 a.m. Lunch**12:30 p.m. Building Ambassadors: Teaching Your Volunteers the Elevator Speech**

Susan Sanow, CVA, Senior Manager for Volunteer Management Education, Volunteer Fairfax, Virginia

When your volunteers are out in the community – whether on-duty or not – are they ready, willing and able to “sell” your organization and volunteer opportunities to anyone they meet? Why not give them the script and build the skills to make them the best ambassadors for your organization? Each person will develop their own elevator speech! Each workshop attendee will get an elevator speech builder template to adapt and share with their volunteers.

Learning Objectives:

- Identify the importance of communicating the benefits of volunteering with a prepared elevator speech. We will explore the core elements of an effective elevator pitch, then use a guided template to craft a version volunteers can adapt to their own voice, personality and community interactions.
- Participants will prepare their own elevator speech as well as learn how to teach their volunteers to speak enthusiastically about the mission, programs and volunteering. Participants will have the opportunity to practice their new elevator speeches with their tailored scripts.
- Understand the responsibilities of the next steps of volunteer recruitment when an elevator speech succeeds – with internal and external audiences.

1:45 p.m. Break**2 p.m. IHAV Lead Roundtable Discussion****3:30 p.m. Adjourn****SPEAKER**

Susan Sanow, CVA, is the Senior Manager for Volunteer Management Education at Volunteer Fairfax (Fairfax, Virginia). Susan joined the board of Volunteer Fairfax in 2008 and the staff in 2011. Susan is an experienced meeting facilitator and trainer in the professional development of volunteer managers. She currently leads the volunteer management educational program that includes webinars, roundtables, book clubs and community conversations. She offers a portfolio of over 20+ webinars and workshops related to volunteer management. Susan has presented educational programs in the local area, statewide conferences and at national meetings. Thousands attend her educational programs each year. Susan holds a B.S. in Consumer-Community Services from Michigan State University. She became a Certified Volunteer Administrator in 2020 and served on the board of the Northern Virginia Association of Volunteer Administrators (2021 – 2025). In 2022, Susan was named an Exemplary Leader in Volunteer Engagement by the Association of Leaders in Volunteer Engagement (ALIVE). Susan currently serves on the ALIVE Advocacy Committee and the Council of Certified Volunteer Administrators Outreach Committee.

REGISTRATION

Register online at www.ihaonline.org

- IHAV members – \$50
- IHA members – \$200
- Non-IHA members – \$225

CONFERENCE INFORMATION

IHA Conference Center, 100 E. Grand Ave., Suite 100, Des Moines.

- If you have dietary restrictions or allergies, email iharegistration@ihaonline.org.
- Dress for the conference is business casual. Layered clothing is recommended for your comfort.
- This is a paperless conference. IHA will email conference materials when available.

LODGING

IHA offers a discounted corporate rate for overnight accommodation. IHA offers event attendees a discounted rate for “non-last room” availability, meaning it may not be available at times due to high demand. Book early if you think you may need arrangements. When calling, please reference the corporate ID:

[Staybridge Suites Des Moines](#)

Corporate rate: \$139/night plus taxes
515-280-3828
Corporate ID No.: IXNRB

[Downtown Des Moines AC Marriott](#)

Corporate rate: \$177/night plus taxes
515-518-6060
Corporate ID Code: 3QR

CANCELLATION/REFUND POLICY

- Cancellations and substitutions are welcome anytime. Email cancellations and substitution requests to iharegistration@ihaonline.org.
- IHA will refund cancellations received 10 or more business days before the conference.
- IHA will charge a \$50 administrative fee to cancellations received six to nine business days before the conference.
- IHA will not refund cancellations received five or fewer business days before the conference.
- IHA will calculate refunds by the date received and the IHA business days remaining before the conference.
- IHA may cancel the conference because of low enrollment. If so, IHA will notify preregistered participants and provide full refunds.

ADA POLICY

IHA does not discriminate in its educational programs based on race, religion, color, sex or disability. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or treated differently than others because of the absence of auxiliary aids and services. If you need auxiliary aids or services identified in the Americans With Disabilities Act to attend this conference, contact the IHA Education Department at 515-288-1955.