

# CVC Special Edition 10th Anniversary

## E-Connections

The electronic newsletter of the Corporate  
Volunteer Council of Central New York

October 2013



### PRESIDENT'S MESSAGE

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Dear CVC Members:

Welcome to the 10<sup>th</sup> Anniversary Edition of our CVC eNewsletter! In this edition we celebrate CVC's past achievements in our community, and have asked past CVC presidents for their perspective.

As summer comes to a close, CVC is focused on a few exciting upcoming events. Our Cabinet has been working on making membership to CVC impactful to their companies and employees. Offering informational events is one way to achieve that goal. To that end, we invite you to attend a panel discussion on "The Evolution of Service in our Community" on October 23<sup>rd</sup> from 8:00-9:00 a.m. at Onondaga Community College where we will hear from local representatives from business, not-for-profit and academia about volunteer trends.

We are also excited to announce a CVC Mixer to be held in conjunction with the Administrators of Volunteer Services (AVS) group in early December. The concept is for the AVS members to exchange volunteer opportunities with CVC members. This will give you a chance to "shop" for opportunities that match the needs of your company, in a fun, relaxing atmosphere. Of course beverages and light fare will be served! Stay tuned for details.

**Dictionary Day** is fast approaching, so please be on the lookout for an email from Karen Hawkins. This year is sure to be another exciting experience for our City of Syracuse third graders. If you haven't participated in Dictionary Day in the past, please contact Karen Hawkins to sign your company up for a school, at [khawkins@gilbertlaw.com](mailto:khawkins@gilbertlaw.com).

We would also like to announce that Denise VanDyne has joined the CVC Cabinet as Secretary. Denise is the Director of Human Resources at **Bond Schoeneck & King**. Welcome Denise!

I would like to thank LouAnne Mann and **Carrier Corporation** for selecting the CVC Signature Project - **Say Yes for Education** as their volunteer project. LouAnne organized a Career Day, Resume Workshop, and the Graduation Celebration for the Say Yes Scholars. Many Carrier employees shared their expertise with the Say Yes Scholars by hosting a career day, doing presentations, and attending the graduation celebration. We applaud the efforts of LouAnne and Carrier employees for making a difference in our community!

If your company would like to become involved with Say Yes for Education or would like more information, please contact Tammy Kiesa at [tkiesa@gsacpas.com](mailto:tkiesa@gsacpas.com) or 315.701.6350.

We know that many CVC members are doing great things in our community and we invite you to share those experiences with our members. If you would like to be featured in our next eNewsletter, or posted to CVC website, please forward a photo and short paragraph describing your volunteer event to Shannon Andre at [sfandre@syr.edu](mailto:sfandre@syr.edu).

Thank you!

# CVC: A Decade of Service

This month marks the 10 year anniversary of the Corporate Volunteer Council of Central New York. To commemorate the impact and reach the CVC members have had over the past 10 years, past presidents share their experiences and highlights from CVC's history.

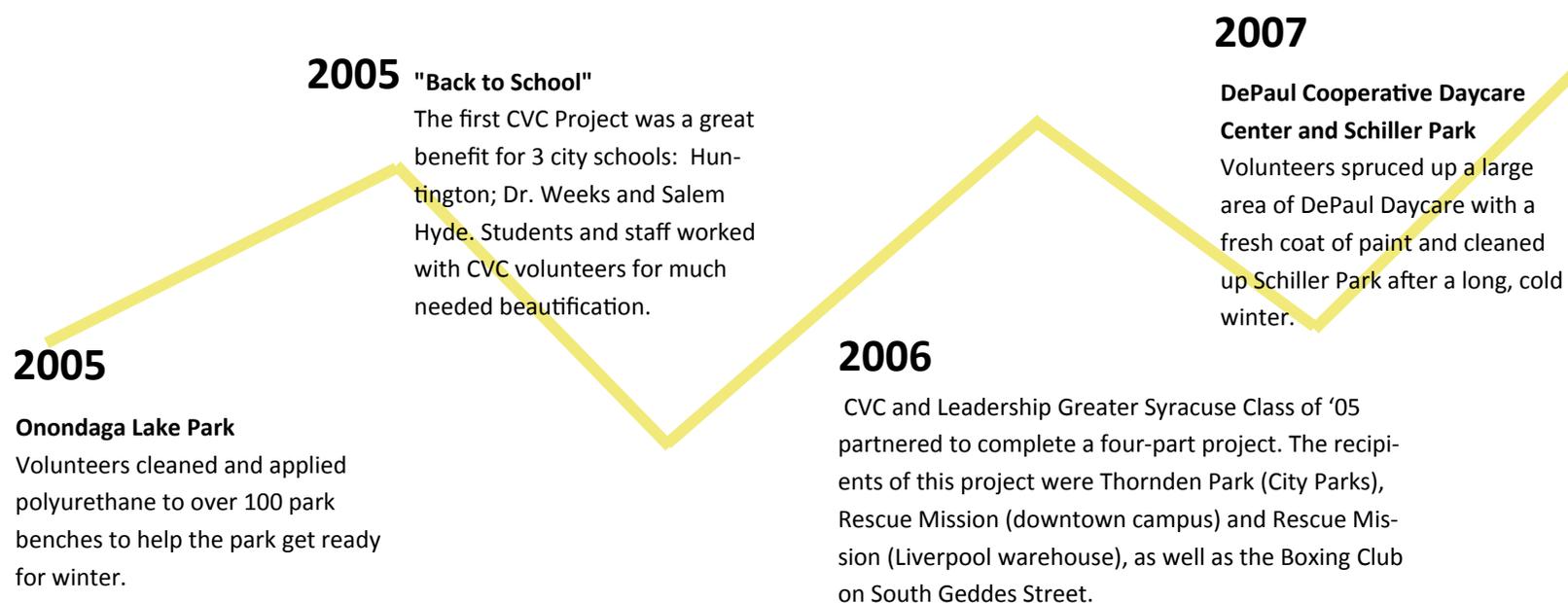
## CVC Gets a Fresh Start

In April of 2004, Lucretia Hudzinski, then Senior Associate with the United Way of Central New York Volunteer Center, felt the Syracuse CVC "was going nowhere". She reached out to the CVC business leaders and challenged them to plan the future of the CVC. Throughout that summer, the CVC business leaders and Hudzinski met to reorganize and plan for unveiling a new CVC. Teaming up with the United Way, the CVC coordinated a dynamic program in the fall of 2004 which showcased the United Way's community needs survey that highlighted the serious social problems of interest to businesses. Sixty-three people attended that CVC Kick-Off meeting.

As a result of the efforts of Hudzinski and Lou Anne Mann (Carrier Corporation), Cristina Hatem (Fagliarone Group CPAs), James Ennis (Syracuse Fire Fighters Union Local 280, IAFF) and Zanette Howe (Upstate Medical University), CVC membership grew from 4 to 37 members in 12 months. New members of the CVC often found that they could find out about forming and motivating employee volunteer groups simply by networking with other companies that had been through the process.

Over the years, business leaders in the community have come to understand that employee volunteer programs demonstrate good corporate citizenship and build true value for companies through enhanced quality of work life. CVC has coordinated several programs geared toward assisting companies to meet their corporate goals in creating in-house volunteer groups and supporting community service projects. CVC has also coordinated several service projects that have spurred many companies to volunteer to meet the needs of the community.

## CVC Projects over the Years



# CVC: A Decade of Service

## CVC Launches Signature Projects

In 2010, the CVC Cabinet decided there needed to be an opportunity to make a major impact in our community involving as many CVC members as possible. That is when the “Signature Project” was launched. Over the past four years, the CVC has worked with numerous nonprofits to impact needs in our area:

### ● 2010 & 2011

The CVC partnered with The Samaritan Center in its battle against hunger in Central New York. Member companies helped by providing food, cooking and serving meals, baking and donating breads, sandwiches, and desserts, cleaning and painting, and/or coordinating hygiene product drives. In 2010 alone, 386 volunteers spent 1,316 hours serving 3,369 meals, assembling and serving 150 sandwiches, baking and donating 875 breakfast breads and desserts, collecting and donating 493 pounds of hygiene products and collecting and donating 567 children’s books.

### ● 2012

The CVC partnered with the following nonprofits to offer CVC corporate members a plethora of volunteer opportunities to satisfy their corporate social responsibility business plan: Food Bank of Central New York, Interfaith Works, Spanish Action League, OnPoint for College, Matthew 25 Farm, Aurora and The Johnson Home Rebuilding Project.

### ● 2013

Working with Say Yes to Education, the CVC offered several volunteer opportunities including: mentoring; reading to elementary students; job shadowing; providing internships; or participating in one of several workshops and networking events hosted by Say Yes for its scholars. The CVC is committed to supporting Say Yes to Education again in 2014.



*“As CVC President from 2008 to 2010, I had the pleasure of working alongside dozens of people from the corporate sector and from non-profit organizations that shared a common vision of supporting community programs through partnerships. The focus for programs supported by CVC members was then and is still based on areas of interest identified by United Way’s community needs assessment.*

*Those two years as President afforded me a unique opportunity to hone my leadership skills and watch the CVC grow to 64 members. I treasure the relationships that developed during my early involvement with CVC which endure to this day. I encourage anyone that has an interest in serving on a Board or holding a leadership position to make a commitment to CVC. They won’t be sorry for the level of experience they will receive with a minimal time investment.”*

**- Karen Hawkins, Gilberti Stinziano Heintz & Smith, P.C.**

*“Being a 17 year employee of the Carrier Corporation, I have had the pleasure of serving our community with many fellow business associates...a passion for me and a way for me to enjoy the beauty of strengthening our community!*

*Back in 2000, when I had taken on the role of Community Relations Coordinator, I was asked to attend a Corporate Volunteer Council Meeting in town. I had no idea what I was attending, but it sounded like something I would love to be involved in! What I had found out was that there were only maybe a handful of attendees that would show up at the meetings and it was pretty discouraging when the need for community support was so much greater.*

*Little did I know that by the year 2004, I would be serving as the new president of the CVC. I had the pleasure of working with a terrific team of folks that would help to further strengthen our community and help us embark on a journey to better serve those in need by bringing together many local companies, businesses, organizations and associations. I can't thank enough the following people who served in critical roles to bring the CVC back to life: Cristina Hatem who served as Vice President; Zanette Howe, who served as Secretary; James Ennis who served as Treasurer; and Lucretia Hudzinski. They were the backbone of the rebirth of the CVC! Without their concerted efforts to rebuild and bring volunteerism to the forefront in this community, the CVC may not have developed and grown as it did. By the end of the 2005, we had gone from zero to over 50 paid members - more than the local CVC ever had.*

*The membership growth clearly provided a way to make positive relationships in the community, provide team building activities and encourage employees to feel pride in their company and community...and I absolutely loved being a part of it for those reasons! In my opinion, these are such important factors because for Carrier as a member company, it brought about opportunities to get guidance and support in building our company volunteer programs. It also allowed us to exchange information with others regarding their volunteer programs, to build new partnerships, to improve leadership and volunteer skills and enhance our company and community relations. It was, and still is, a positive and rewarding experience. I look forward to many more years of being a CVC member and want to thank the many people that have helped to carry this journey to greater lengths to keep our corporate citizens and non-profits a part of this wonderful community! “*

**- Lou Anne Mann, Carrier Corporation**

*“ During my tenure at the CVC, both as Events Chair and as President, I was privileged to meet and collaborate with so many civic-minded people. The charge of the CVC is to provide awareness and volunteer opportunities to the corporate world by highlighting the community need and then designing and offering the many different ways that companies could volunteer.*

*While I was involved with the CVC, our choice at that time was to focus on hunger as our communities were reeling from an extended economic recession. Hence, the first ever CVC Signature project was born.*

*We partnered with the Samaritan Center, a local soup kitchen if you will. Working with Mary Beth Frey and Julie Gilbert at the Samaritan Center, we planned this initiative for almost a year. Making sure that we had a variety of options for the companies to choose from, we offered the following volunteer opportunities: serve breakfast; serve dinner; make sandwiches; painting, cleaning and structural repair; donating hygiene products, children's toys or books.*

*As a result, we, as does the Samaritan Center, consider our first Signature project to be a resounding success. We had 31 companies join in the initiative and ultimately served almost 3400 meals! To this very day, I look back on this project as some of the most rewarding and fulfilling work I have done in my career.*

*The CVC continues to serve a very important role in raising awareness. I cannot begin to tell you how many times during our project that I heard these words.....“What is the Samaritan Center, I have never heard of it before!” Or, how many times folks stopped me in the hallway or in the street to share that they brought their Girl Scout troop, their hockey team, their Sunday school class, etc. to the Center to volunteer.*

*The CVC plays a critical role in bridging the gap between the corporate boardroom and the needs of the community. I was privileged to participate.”*

**- Nicki Arnett-Burke, formerly with Bond Schoeneck & King, PLLC**

# CVC PROJECT SPOTLIGHT

## Welch Allyn Hosts “Show of Hands” Volunteer Day

On July 19, 2013, Welch Allyn held their 4<sup>th</sup> annual Show of Hands community volunteer initiative as part of its Beacon of Quality event. Over 300 employees spent time at 22 agencies in Cayuga and Onondaga Counties such as Hillside Children’s Center, the Syracuse VA Medical Center, Exodus 3 Ministries, Finger Lakes SPCA and Rosamond Gifford Zoo.

Another 300 employees and guests chose to stay onsite at the company headquarters for a variety of activities. The activities included writing letters to soldiers for Operation Gratitude, assembling 1,000 supply kits for local elementary schools, creating 9,050 emergency personal care kits for Heart to Heart International and more than 32,000 mailings for the Rescue Mission.

A number of Welch Allyn business partners joined the effort by attending



**Welch Allyn at Camp Columbus**

and/or donating supplies, including Cardinal Health, Henry Schein, Staples, Marietta Corporation, PSS, Seneca Medical, Encompass Group LLC, Heart to Heart International, the Corporate Volunteer Council of CNY, the United Way of both Central New York and Cayuga County, UniSource and Clear Path for Veterans.

David Allyn, Director of Corporate Social Responsibility was pleased with the positive feedback from not only employees but the agencies as well. “Our employees and partners really stepped up to help our community. These are our neighbors we’re reaching out to, so this level of involvement is really an investment in the areas where our employees work, live and play.”

Welch Allyn will continue supporting local agencies throughout 2013 with warm clothing, food and new Christmas toy drives. A volunteer fair is also scheduled for October, allowing up to 30 agencies the opportunity to have exposure to over 1,000 employees to showcase their agency and volunteer needs.



**Welch Allyn employees on site putting together care kits**

## CVC Annual Meeting Highlights

On June 19, 2013 the CVC membership came together for the annual meeting at Double Tree Hotel in East Syracuse.

- Keynote speaker **Dr. Renee Downey Hart** presented “Espresso & Herbal Tea: Finding Human Moments in a Zooming World.”
- Jim Ennis was unanimously elected Treasurer  
Shannon Andre was unanimously elected Vice President
- Kristi Eck, education program director at Say Yes, and Lou Ann Mann, global community affairs coordinator at Carrier Corporation, provided a recap of their Signature Project.

CVC cabinet members presented **Zanette Howe** and **Upstate Medical University** with the inaugural CVC Corporate Volunteer Award.

**Congrats Upstate and thank you Zanette!**



# Our Decade of Service Continues

With 10 great years under our belts, we look forward to the next 10 ahead of us! Thank you to all the CVC members, past and present, who have made a difference in our community. We look forward to bringing you quality programming, professional development opportunities, and service projects in the years to come.

**Save the Date—Wednesday, Oct. 23**

## The Evolution of Service in our Community

8:00—9:00 a.m.

Onondaga Community College, Storer Auditorium

*Continental Breakfast included*

*\$5 for CVC members\*; \$10 for non-members*

*(\*Excluding those who included programming expenses with their 2013-2014 dues)*

Join us as our panel of community service leaders share the past, current, and future landscape of volunteerism and corporate social responsibility in our community. Moderator Liz Ayers will lead a discussion on the impact of service, concluding with questions from the audience. Panelists include:

Jim Colvin—Lead Coordinator/Volunteerism, Welch Allyn

Gloria Heffernon—Director of Service Learning, Le Moyne College

Dr. Wanda Thompson—Office of the President, Upstate Medical University

Randy Wolken—President, MACNY

RSVP to [khawkins@gilbertilaw.com](mailto:khawkins@gilbertilaw.com)

## Dictionary Project Underway!

Want to help EVERY third-grader in the Syracuse City School District receive their own dictionary?

Register your company or organization for Dictionary Day!

Contact Karen Hawkins at [khawkins@gilbertilaw.com](mailto:khawkins@gilbertilaw.com).

### A Few Words from the Current CVC President:

*"In my tenure as CVC President, I am honored to work with an active membership who are engaged and committed to addressing community needs. CVC has a history of providing a foundation for members by sponsoring informative events, fostering networking and collaboration among members, and promoting volunteer opportunities. Crafting of an annual CVC Signature Project allows member companies to easily select a volunteer opportunity that fits their company plan. CVC members lead the way in community service and by asking for feedback, CVC will continue to provide meaningful programs to assist them!"*

- Tamara Kiesa, Grossman St. Amour, CPAs

CVC is your company's connection to the community,  
visit us online at [cvc-cny.org](http://cvc-cny.org)!