

Hospital's new marketing director settling into job

Woman leaves one job she loves, finds another

By Sharon Corcoran

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A tour of Goodland Regional Medical Center with the 2005 Leadership Sherman County class inspired a desire to work there, and two years later, Tina Goodwin is settling into the job as the hospital's director of marketing and volunteer services.

Goodwin, former director of the Carnegie Arts Center, said she left a job she loved for another she loves.

"They are two dream jobs," she said. "I'm fortunate to get to work for both."

Goodwin said it was as a member of the leadership class that she first decided she wanted to work for the hospital, because she saw it doesn't rest on its laurels but is constantly trying to improve.

"I thought it would be great to be a part of this," she said. "When the opportunity presented itself, I jumped at the chance, but at the same time, I hated to leave my job at the arts center."

Goodwin started at the hospital July 10, replacing Brenda McCants as she retired, and has had time to learn the ropes and settle in, but says it will take time to really get to know the job and to achieve what she envisions for the hospital.

"It's a complex job," she said.

"There's a lot that can be done and



Goodland Regional Medical Center Auxiliary volunteer Shelby Miller showed Tina Goodwin, the hospital's new director of marketing and volunteer services, some of the merchandise in the

hospital's gift shop Wednesday. The volunteers run the gift shop and help in other ways, such as helping patients and visitors find their way around the hospital.

Photo by Pat Schiefen/The Goodland Star-News

a lot I want to do, but a lot of things will evolve over time."

Goodwin said she has a lot of

ideas, and sometimes she gets so excited, she wants to see things happen immediately. Being patient is an important part of it, she said.

Among the ideas Goodwin wants to implement are outreach programs in which the hospital helps the community. For example, she said, the hospital did a program in

the past working with an employer to educate employees on wellness training to avoid some medical problems.

She said she wants to plan more of those programs and incorporate hospital staff in other educational programs and in community service.

"I want to create a connection between the hospital staff and the community," Goodwin said. "It takes awhile to build those relationships."

The Kansas Health Policy Authority has been looking at ways to lower the cost of health insurance, Goodwin said, and one thing they

recommend is wellness training. "One thing I think I'd like to see us do down the road," she said, "is 'stop smoking' campaigns and 'eat healthy' campaigns, help people take positive steps."

Right now, she said, a lot of information that would help people take those measures personally is available through links on the hospital's web site, www.goodlandregion.com.

The web site is fairly new, she said, and many people probably don't know it exists. Even though the site has a lot of information, Goodwin said she plans to improve it. For example, she said, a lot of what is available through the links is from national organizations.

"I would like to bring it down to a local level," she said, "and use our staff's expertise to help the community."

The hospital has skilled professionals, Goodwin said, including doctors who are able to treat a wide variety of health issues and over 40 specialists who come in regularly.

"I'd like to help the community see we have tremendous access to health care," she said.

As the director of volunteer services, Goodwin said, she's looking forward to working with the hospital's auxiliary.

They're an important group at the hospital, she said; they work with patients, help people find their way around, run the gift shop, visit patients in their rooms, help with the annual Slice of Life golf benefit and do their own fund raisers.

Goodwin said she will be working with the Northwest Kansas Medical Foundation on the Slice of Life auction and golf tournament next year, but she won't fill McCants' role.

"It will be a little different," Goodwin said. "Brenda always headed it up. We will see how my position fits in."

St. Francis historian gives tours of Arikaree Breaks

St. Francis historian Tobe Zwegardt, 91, has been giving tours of the Arikaree Breaks and other historical places in the county for years.

His mind is sharp and his memory is remarkable. As he travels with visitors, he can tell them who lived in this vacant farmstead and where this creek ran and where an old country school stood.

Audrey Kalivoda, a free-lance videographer, who has completed a DVD "Canyon Lands, the Arikaree Breaks," recently wrote to the Cheyenne County Historical Society that a short article about the Breaks will appear in the August issue of *Midwest Living*.

"Zwegardt deserves our com-

munity's appreciation for all the tours he has conducted this summer," said Janet Evans, vice president of the society. "Interest in the Breaks has steadily mounted because of the 'Eight Wonders of Kansas' competition."

Evans said the museum gets frequent calls from Kansans who want to see the Breaks before casting their votes. These tourists are referred to Zwegardt, who gives tours to all who call.

His tireless efforts will certainly play a part in Cheyenne County winning recognition as holding one of the "Eight Wonders of Kansas," she said.

"When you see Tobe, give him your thanks," Evans said.

Those wanting to vote for the Eight Wonders of Kansas can go to the web site www.8wonders.org or there are pamphlets at the museum, *The Saint Francis Herald* office, county courthouse and banks that contain ballots to be sent in.

Trucks on Patrol give officers front-seat view

By Michelle Myers

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The Kansas Highway Patrol is taking a new approach to promoting safety, putting troopers in the front seat of big rigs to see what truckers see on the state's highways.

"Trucks on Patrol for Safety (TOPS) gives officers a front-seat view to witness, document and report violations to officers on patrol in the immediate area for help and appropriate enforcement action," said Kansas State Patrol Capt. Dan Meyer.

The program, begun as an experiment in 2005, aims to reduce fatalities, injuries, property damage collisions, driving violations and drug trafficking on Kansas highways, he said, and to educate the public about the dangers of driving among com-

mercial vehicles.

Trucking partners, including ABF Freight System and Basic Chemical, allow a patrol lieutenant to ride along with drivers to watch for traffic violations.

Troopers will use a mobile digital video recorder system, one of the most advanced multi-camera video recorders, specifically designed for the trucking industry, said Meyer. The five-camera system comes in a portable package so it can be moved from truck to truck. Shots can be viewed on a color monitor or laptop computer.

The system has a 96-hour recording time where footage can be time stamped for retrieval, providing evidence in court. It can record positive driving behavior around trucks and poor decision-making by other drivers.

During the second deployment of the program this summer, July 16 to Aug. 1, the patrol reported 435 public contacts and 830 activities. That was a decrease from the first deployment June 9-July 15, which turned up 899 contacts and 1,515 activities.

"Fatalities and injuries on Kansas roadways are of epidemic proportions," said Col. William Seck, Kansas Highway Patrol, said. "In 2004, 459 people were killed in vehicle crashes on Kansas highways, another 2,000 suffered disabling injuries, and some 23,000 suffered other injuries."

The patrol reported seizing 48 pounds of marijuana in the northwest region, resulting in one drug arrest, during that time.

One officer said troopers stop vehicles going over 100 mph every

week, and one driver was clocked at 124 mph Friday morning.

Meyer said that some statistics about trucks shine a negative light on commercial drivers. He said trucks are involved in 5.7 percent of total collisions, 17.7 percent of those being fatal, and 32 percent of the time trucks contribute to accidents.

"A large truck does not react like a car," Meyer said, noting that big rigs need at least twice the time and room to stop as a car, about 100 feet, the length of a football field. Also, he said, with a truck being top heavy and 65 feet long on average, it cannot change lanes quickly like smaller vehicles.

Meyer said that the program has been approved for a second summer of regular patrols.

"It will be an effort," he said.

corrections

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