

## Homegrown in the Organic Garden

**Hard work and good soil provide Dominican with tons of organic produce each year**

In 2003, a patch of hard, clay soil at Dominican Hospital was transformed into a small organic garden.

Now, thanks to the Dominican Hospital Foundation and seven years later, Dominican's Joanne Wheeler Memorial Garden provides thousands of pounds of produce a year for the hospital cafeteria.

Powered solely by volunteer efforts, the garden's production (more than 4,100 pounds of various produce in 2009) resulted in a food purchase savings of \$10,200 over the past year.

The 2007 season provided the second-largest crop in the history of the garden with over 3,000 pounds. That saved the hospital around \$4,700. The first three years of garden operations the savings to Dominican Hospital

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Heirloom tomatoes from the 2009 Dominican crop. Other crops have included artichokes, beets, cucumber, carrots, eggplant, beans, , tomato, onions, strawberries, raspberries, celery, lettuces, cabbage, sprouts, cauliflower, broccoli, potatoes, radish, turnips, sunflowers, herbs and edible flowers for garnish. All have been used by food services in various preparations and have been well received by hospital staff.

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### Dominican Hospital

A member of CHW

1555 Soquel Drive  
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www.dominicanhospital.org

## Social media puts our actions in the spotlight

A few years ago (BSM, or Before Social Media), a bad day was just a bad day.

A person could snap at customers, patients, clients or co-workers, but come in the next day to apologize. No harm done.

Today the fallout of a "bad day"—or a good one—looks very different. Social media and the myriad access points we have (smartphones, netbooks, tablets, wireless internet) mean that the effects of our actions can have immediate and widespread consequences.

From a 140-character "tweet" on Twitter to a carefully crafted review on a blog or Yelp.com,

those on the receiving end of Dominican's service and care have more outlets than ever.

Studies show that traditional advertising campaigns will become less prominent for getting out a message. Billboards, television commercials and newspaper ads are a one-way communication medium, not interactive.

What's becoming more important to the general public is what their "social graph" (their neighbors, friends and families) think of a person, place or service. That means that websites like Yelp, Facebook and Twit-

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## Garden

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averaged \$3,100 per year. The combined saving has been \$16,600 over seven years.

The garden is 7,350 square feet, larger than some long-standing community gardens. There are 40 raised redwood planters of various lengths, made with lumber donated by Bogard Construction. It's also home to a dedicated greenhouse donated by a Systemusa, a local greenhouse construction firm in Watsonville.

The garden is also home to several thousand worms in the form of a worm composting system.

Thanks to the generous donation from the Wheeler Endowment, the garden is adorned with a gazebo with a fountain, a perfect spot for reflection. This peaceful area with a garden view is frequented by hospital staff, visitors and the public.

## The Garden Keeps Giving

The garden has been in the spotlight since its creation, and has been a frequent draw for media outlets across the nation. It has been presented at workshops as an innovative idea and a viable concept for hospitals across the nation.

Locally, Soquel High School has sponsored a class that allows disabled students to visit and work in the garden while receiving instruction. Additionally, UCSC students have worked there to earn community service school credits.

Dominican Hospital has been instrumental in sharing knowledge with other CHW hospitals, which has prompted other facilities to start smaller gardens. Even the garden worms have participated in the sharing spirit; recent-

# Hiking Club takes off



The Wellness Committee Hiking Club took its inaugural jaunt on Thursday, June 17, on the Blue Trail at Chaminade. From left are nurses Connie Wilson, Margaret Ippisch, Bridget Clancy, Nora Contreras, Patty Martin, Christine Vanderbundt and Melissa Maloney.

## Volunteers Needed

The viability of the Wheeler Dominican Organic Garden depends on Mother Nature, first and foremost, as well as ongoing donations and hours of volunteer labor. This summer the garden crew will be working from 5 to 6:30 p.m. most Wednesday nights and on Saturday mornings. If you would like to get on the e-mail notification list, please contact Allison Meyer at [allison.meyer004@chw.edu](mailto:allison.meyer004@chw.edu) or 462 7843. There are tasks for all skill levels and interest, from planting, watering and harvesting to the ever present chore of weed-pulling.

ly some Dominican worms were shared with the St. Joseph's in Stockton. CHW also featured the garden in a recent Annual Report.

The garden has also been highlighted on several occasions by KSCO, a local radio station.

The Wheeler garden has been recognized by U.C. Davis for the quality of operations and innovation.

## For Your Benefit

News from Human Resources

### New contact info for Payroll

Dominican's Payroll Customer Service will be moving to Phoenix. To contact payroll, call (888) 842-2497, e-mail [CHW-PayrollConnect-PHX@chw.edu](mailto:CHW-PayrollConnect-PHX@chw.edu) or fax (602) 798-0466.