

The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

November / December 2010

*THE TMH-FSU-SEMINOLE ISP SPORTS "PAINT IT PINK" CAMPAIGN
LAUNCHES SECOND YEAR WITH EIGHT FLORIDA STATE WOMEN'S SPORTS TEAMS*

Dedicating "Pink" Dates to Benefit the Tallahassee Memorial Sharon Ewing Walker Breast Health Center

Tallahassee Memorial HealthCare and the TMH Foundation have teamed up for a second year with Florida State Women's Athletics and Seminole ISP Sports for the Paint it Pink Campaign to fight breast cancer. During their respective 2010-11 seasons, eight FSU women's sports teams will host a "Pink" game/event. Teams will don such items as pink shoe laces, swim caps, and jerseys to show support for the cause. Proceeds from each "Pink" game/event will be donated to the TMH Foundation for the Tallahassee Memorial Sharon Ewing Walker Breast Health Center.

Sue Semrau, FSU women's basketball coach said her players selected pink jerseys to wear during their pink game. "They wanted the brightest pink available to show their support for the Paint It Pink Campaign." See Jersey No. 3 in the accompanying photo.

Four FSU Women's "Pink" games/events were held in October – Soccer, Cross Country, Swimming and Diving and Volleyball. The 2011 games/events are: Basketball against Georgia Tech (Donald L. Tucker Center) at 6:30 p.m. on Friday, February 11, Softball against Virginia Tech (Softball Complex) at 1:00 p.m. on Saturday, April 2, and Tennis against North Carolina (Scott Speicher Tennis Center) at 4:00 p.m. on Friday, April 15. The Track and Field "Pink" date will be announced.

Fans who donate a minimum of \$10 will receive commemorative tee-shirts and on-line auctions will be held at Seminole.com with "Pink" themed memorabilia including game-worn jerseys. Donations of any amount will be accepted at each "Pink" event. Also, to make a secure on-line contribution, please visit www.tmhfoundation.org and click on "Make a Donation" followed by a click on "Secure Credit Card Donation" and then select "Other" for the gift designation and enter "Paint it Pink – SEW."

"Cancer has impacted all of our lives in some way," said Allison Rich, Senior Associate Director of Athletics for Florida State University. "It is through efforts like the Paint It Pink

Campaign that we move closer to a cure. The administration and staff of the Athletics Department along with our student-athletes are pleased to be able to help raise awareness of such a worthy cause."

"The family of Sharon Ewing Walker, who fought a courageous battle with cancer that ultimately claimed her life in 2005, established the Breast Health Center in her memory — through charitable contributions to the TMH Foundation — to provide women in North Florida and South Georgia with diagnostic services and support for the detection and treatment of breast cancer," said Christy Harrison, R.N., Administrator of Oncology Services at Tallahassee Memorial.

Encouraging support for the Paint It Pink Campaign, Maye Walker, a 37-year breast cancer survivor, an alumna of FSU and the mother-in-law of the late Sharon Ewing Walker, noted: "The funds raised through this concerted effort will enable the Tallahassee Memorial Sharon Ewing Walker Breast Health Center to reach more women with its comprehensive array of services which include digital mammography, early diagnosis breast cancer counseling, patient navigation and image recovery services."

Photo by Ryals Lee/FSU Athletics



Monk Bonasorte, Senior Associate AD at FSU; Maye Walker, Advocate and Donor; Amy Bond, Head Coach, Women's Golf; Lonni Alameda, Head Coach, Women's Softball; Christy Harrison, R.N., Administrator, TMH Oncology Services; Claude Walker, TMH Foundation Trustee and Co-Chair, TMH Cancer Center Fund-Raising Steering Committee; Janet Borneman, Director of Planned Giving, TMH Foundation; Sue Semrau, Head Coach, Women's Basketball; Chris Poole, Head Coach Women's Volleyball; Paula Fortunas, President & CEO, TMH Foundation; Aaron Kinnon, Director of Community Outreach, TMH Foundation



**Tallahassee Memorial
HealthCare Foundation**

TALLAHASSEE MEMORIAL HEALTHCARE AND
FLORIDA STATE UNIVERSITY COLLEGE OF MEDICINE

Enter Agreement to Establish an *Internal Medicine Residency Program*

Tallahassee Memorial HealthCare and the Florida State University College of Medicine have agreed to pursue a joint Internal Medicine Residency Program that will be on Tallahassee Memorial's main campus with the Florida State College of Medicine as the institutional sponsor. It is anticipated that the program will begin accepting applications for resident physicians as early as fall 2011 with physicians entering the program in summer 2012.

Among the nation's 50 states, Florida ranks No. 4 in population but No. 44 in graduate medical education slots for residency programs. Presently, under the 1997 Balanced Budget Act, the number of Medicare-funded residency slots is capped at 100,000. Although this year's health care reform legislation does not increase the number of slots, it does contain provisions for the re-distribution of a percentage of the existing slots from states where they have remained unused to new regions and hospitals.

According to the Association of American Medical Colleges, about 1,000 slots are likely to shift toward states with a shortage of slots compared to overall population. Florida is expected to receive approximately 300 of the 1,000 slots. In the re-distribution, preference will be given to teaching hospitals that focus on primary care and general surgery residencies, emphasize community-based training, and are located in areas with growing populations. Tallahassee Memorial Hospital satisfies these criteria.

"Tallahassee Memorial Hospital has the opportunity to expand medical training and care on its campus for the benefit of the region's citizens and graduating medical students. The program will also complement Tallahassee Memorial's already strong Family Medicine Residency Program, which has served our community so well," said Mark O'Bryant, President & CEO of Tallahassee Memorial HealthCare.

Since 1973, 301 physicians have completed training through the Tallahassee Memorial Family Medicine Residency Program. Over half of these physicians elected to practice in Florida, including 97 in the Tallahassee community. Studies indicate that roughly 60 percent of doctors practice where they

complete their residency. Thus, a second program at Tallahassee Memorial will have both local and statewide benefit.

Donald Zorn, M.D., Director of the Tallahassee Memorial Family Medicine Residency Program, agrees that the Big Bend region needs more primary care doctors, which includes internal medicine specialists.

"We're just so short in primary care physicians in Florida and in the community. We welcome it as an important part of serving the community," Dr. Zorn said.

"While the FSU College of Medicine is committed to training the kinds of doctors that Florida needs the most, we can do only part of the job," said College of Medicine Dean John Fogarty, M.D. "This year, 60 percent of our graduating seniors left the state to pursue their residency training. It is critical that we develop new programs to train these residents locally and keep them here in Florida.

"It is wonderful to partner with TMH in this endeavor and build on the record of success it has had with the Family Medicine Residency Program. Internal medicine is the next logical step to increase the primary care workforce here in Tallahassee."

Graduates of the Internal Medicine Residency Program will be equipped with three years of training in the field of general internal medicine, a specialty dealing with the prevention, diagnosis, and treatment of adult diseases. These physicians will have the expertise to help solve puzzling diagnostic problems and can use their comprehensive medical knowledge to serve as primary care doctors or specialists in fields such as cardiology or endocrinology.

"The Tallahassee Memorial and Florida State University Internal Medicine Residency Program will attract a greater



Donald Zorn, M.D.
*Director of the Tallahassee
Memorial Family Medicine
Residency Program*

number of physicians to the Panhandle, improve access to care and eventually pave the way for additional joint residency initiatives in specialties such as general surgery and emergency medicine,” said Paula Fortunas, President & CEO of the TMH Foundation. Mrs. Fortunas also serves as the hospital’s academic liaison with Florida State University.

“We are elated that the Florida State College of Medicine is united with us in this common goal,” affirmed Mr. O’Bryant.

“As the nation’s newest medical school with graduates, we see the development of additional residency training programs as a natural next step for us,” said Alma Littles, M.D., Senior Associate Dean for Medical Education and Academic Affairs at the College of Medicine.

Dr. Littles is a personal example of the longstanding TMH-Florida State partnership. She is a distinguished 1989

graduate of the TMH Family Medicine Residency Program and in 1996 became a full-time faculty member. From 1999-2002, Dr. Littles served as the program’s director, prior to joining the College of Medicine.

“In addition to the fact that doctors are more likely to practice where they complete residency, residency programs also serve as the only access to care for many patients in the area where they are located,” added Dr. Littles, whose role at the medical school includes serving as the designated institutional official for graduate medical education.

Dr. Littles also is a former Trustee of the TMH Foundation and is currently a member of the Tallahassee Memorial HealthCare Board of Directors.



Tallahassee Memorial Hospital
Florida State University
Internal Medicine Residency Program

THE FLORIDA STATE UNIVERSITY
COLLEGE OF MEDICINE



Left to Right: John Fogarty, M.D., FSU College of Medicine Dean; Alma Littles, FSU College of Medicine Senior Associate Dean for Medical Education and Academic Affairs; Mark O’Bryant, Tallahassee Memorial HealthCare President & CEO; Lorna Stewart, M.D., FSU College of Medicine graduate, TMH Family Medicine Residency graduate and current TMH Hospitalist; Lane Tegan, a fourth-year FSU College of Medicine student

THE 9TH ANNUAL BREAST CANCER
POKER RUN RAISES FUNDS FOR

A Woman's Place
at Tallahassee Memorial

The Chrome Divas of Tallahassee, a women's motorcycle group, hosted the Ninth Annual Fight Against Breast Cancer Poker Run on the first Sunday in October with all proceeds designated for A Woman's Place at Tallahassee Memorial. Mary Youngblood, the Director of the 2010 Chrome Divas Breast Cancer Poker Run, noted, "Over the last nine years, the organization has donated over \$100,000 to help women affected by breast cancer and their families."

Karen Friedman, a breast cancer survivor and treasurer of the Chrome Divas of Tallahassee, said, "The staff at a Woman's Place provides resources, services and care for those diagnosed with or recovering from breast cancer in a warm and friendly environment. This is our local hospital and community benefitting from our fundraising. It's not going to a national organization and that is important to the Chrome Divas of Tallahassee because all of the women in the club have background with family or friends who have cancer and this is a way to give back locally."

The Breast Cancer Poker Run, with 238 riders, began at Capital City Harley Davidson on Capital Circle North West and was routed along the canopy trails of Tallahassee, including Thomasville, Centerville and Natural Bridge Roads. The Poker Run concluded at The Moon where Triston Sanders, WCTV News Director, presided over the program for the fifth consecutive year. In her compelling comments, Ms. Sanders, who is now an Honorary Diva, said, "This event is so special because it brings together men and women to fight what is largely a woman's disease."

Other Poker Run major donors and sponsors, in addition to Capital City Harley Davidson, The Moon and WCTV, were Wing Stop that donated the food, The Rusty Bucket that contributed gift certificates for prizes and Jimmy Gillis who entertained on his guitar. Riders came from Tallahassee, Panama City, Jacksonville and other Florida cities as well as from Georgia to ride for cancer survivors and for lost loved ones.

Paula Fortunas, President & CEO of the TMH Foundation, recalled, "The Tallahassee Chrome Divas were recognized in 2007 as the region's "Outstanding Fundraising Organization" by the Association of Fundraising Professionals on National Philanthropy Day for extraordinary and remarkable efforts on behalf of women with breast cancer and pediatric patients with diabetes. Tallahassee Memorial, through A Woman's Place and the Diabetes Center, is honored to have been chosen by the Chrome Divas of Tallahassee as the steward of its generous contributions."



Mary Youngblood, Director of the Chrome Divas Poker Run, Toni McDonald, Road Captain and Selisa Daniel, Assistant Director, register riders at Capital City Harley Davidson

Karen Hanson, Image Recovery Specialist at A Woman's Place, further explained, "Some of the very specific uses of the Chrome Divas funding are the provision of breast prostheses, mastectomy bras and compression garments. Recipients are either women who do not have insurance or who are under-insured or who are unable to afford their insurance co-payments. All counseling is done at no cost to the patient."

Please Visit the TMH
Gift Shops

There is a Gift Shop on the hospital's ground floor opposite the C Elevators and another on the third floor of the Women's Pavilion. All proceeds from the Gift Shops benefit the TMH Auxiliary where funds are used to purchase new equipment and services for patients.

The Tallahassee Memorial Gift Shops offer a wonderful selection of traditional, whimsical and humorous gifts. From singing balloons and stuffed animals to lovely giftware, flowers, plants and gift baskets, the TMH Gift Shops have the gift you need to welcome a new baby or send a get well wish to a patient. Services include complimentary gift wrapping and delivery within the hospital and Women's Pavilion.

Both Gift Shops are open from 9:00 a.m. to 7:00 p.m. on Monday through Thursday and 9:00 a.m. to 5:00 p.m. on Friday; 10:00 a.m. to 5:00 p.m. on Saturday and 1:00 p.m. to 5:00 p.m. on Sunday.

You can place telephone orders for flowers or gifts by calling 850-431-5427 if you are outside the hospital or by calling extension 5427 if you are in a patient's room. Patients also may call to have snacks, drinks, books, magazines or other personal items delivered to their room during the Gift Shops' hours of operation.

TMH Auxiliary Hosts
Bi-Annual Jewelry Sale
in TMH Atrium,
November 1 – 4, 2010

All shoppers are welcome. You can look forward to an abundance of fashion jewelry, purses and many other accessories. All items are priced at either \$6 or \$12 with proceeds to benefit the TMH Auxiliary's hospital projects. Over the past ten years, this event has generated more than \$40,000 that was used toward the acquisition of an ultrasound machine, materials for the bereavement program, tea cart services and pillows. Jewelry Sale hours are from 7:00 a.m. through 4:00 p.m. with extended hours until 7:00 p.m. on Tuesday, November 2. Please call TMH Volunteer Services at 431-5331 for additional information.

A SALUTE TO THE TMH AUXILIARY

Local Businesses Renovate and Refurbish Legendary TMH Gift Shop

It was a ribbon-cutting, a grand opening and a dedication – all rolled into one — as Tallahassee Memorial celebrated the renovation of its legendary ground floor Gift Shop.

Paula Fortunas, President & CEO of the TMH Foundation, set the tone with her opening remarks, “The ‘volunteer voice’ of the TMH Auxiliary resonates throughout Tallahassee Memorial. Since its founding in 1949, the Auxiliary has exerted a positive influence on the patient-family-visitor experience and on the well being of Tallahassee Memorial’s complement of staff.”

“Members of the Auxiliary have logged thousands of service hours and raised millions of dollars to benefit the hospital,” according to Amy McDaniel, TMH Director of Volunteer Services. “The TMH Gift Shops, one located on the ground floor of the hospital and one on the third floor of the Women’s Pavilion, are the Auxiliary’s signature sites for fund-raising along with the TMH Atrium which hosts the Auxiliary’s bi-annual jewelry sale.”

To underscore the value of the TMH Gift Shops and the TMH Auxiliary’s service mission, Childers Construction, Brian Barnard’s Flooring America, Moore Doors & Specialties and RT Electric joined forces with the TMH Construction & Facilities Planning Unit to renovate and refurbish the ground floor Gift Shop. “Each of us who contributed feels this is a statement of respect for TMH, the TMH Auxiliary and the TMH Foundation and the important roles they play for the betterment of this community,” said Sam Childers, spokesperson for the donors.

“These donor businesses and the volunteers whom they recognized are an extraordinary group of dedicated people. They have formed a unique bond with each other and with the hospital and its staff,” said Mrs. Fortunas.

“Everyone loves the fresh new look of the Gift Shop, increasing the size by 300 square feet has really made a difference,” said Mary Harper, Gift Shop Manager. “You can always find the perfect gift, floral arrangement or plant to brighten the day of your favorite patient,” added Georgeann Hartsfield, who served as President of the Auxiliary during the renovation project and is now Chair of the Gift Shop Committee. June Ragans, also a former President of the Auxiliary and Chair of the Gift Shop Committee during the project, said, “If visitors and friends can’t decide what to give, the Gift Shop offers gift certificates so there is truly something for everyone.”

“This was a labor of love by all. Many thanks to each of our donors and to the TMH Auxiliary for its steadfastness and generosity,” concluded Mrs. McDaniel.



Georgeann Hartsfield, Immediate Past President of the TMH Auxiliary and new Chair of the Gift Shop Committee and June Ragans, President of the TMH Auxiliary in 2002-2204 and Immediate Past Chair of the Gift Shop Committee, celebrate the Dedication of the newly-renovated ground floor Gift Shop at Tallahassee Memorial



Gift shop staff pictured from left to right: Amy McDaniel, Belinda Browning, Wanda Urwick, Mary Harper and Maureen McCarthy



Childers Construction and other local businesses salute the TMH Auxiliary with Gift Shop renovation. Pictured from Left to Right are: Doug Jernigan, Marshall Klob, Alvin Bennett, Kenny Walker, Robert Kuhn and Sam Childers

Protocols for Philanthropy



Paula S. Fortunas
President & CEO
TMH Foundation

Timing Your Gift Matters – Especially at Year's End

Addressing charitable concerns is a natural and satisfying part of review and reflection for many of us at year's end. Thus, with only two months of 2010 remaining, Tallahassee Memorial respectfully requests that you include it among your giving priorities. The life-saving work of Tallahassee Memorial touches each of us whether it's through community education, health screenings, urgent care center visits, emergency and trauma center critical care, outpatient procedures, inpatient hospital stays, rehabilitation services or research. Tallahassee Memorial truly cares for the communities it serves.

Timing and type of asset donated really matter with respect to favored tax treatment and can often significantly reduce the donor's "cost" of making the contribution. To illustrate, gifts of property such as stocks, bonds and real estate that have increased in value – yes, there are still some out there – can result in extra tax savings. If such assets are held for longer than a year, the donor can give them and claim an income tax charitable deduction for the full fair market value. Furthermore, the donor incurs no tax on the capital gain. If one owns securities that have decreased in value, selling those securities and making an income tax deductible gift of the cash proceeds should be explored. The sale creates a loss which may be deductible from other taxable income.

Toward the end of the year is also a good time to review long-range estate and financial plans. Wills, living trusts, life insurance policies, retirement accounts and other planning vehicles frequently offer exceptional opportunities for leaving a lasting legacy. Many donors prefer to fund meaningful future gifts while retaining a life income and enjoying immediate income tax savings and other benefits.

NOTE: Federal estate taxes are currently repealed for all deaths that occur in the calendar year 2010. In 2011, estate taxes are scheduled to be reinstated for estates worth more than one million dollars at rates up to 55 percent.

Please act now to advance the vision and mission of Tallahassee Memorial through your charitable contributions.

The contents of this article and any materials you request and receive from the TMH Foundation are general in nature and are not intended as either legal, financial or tax advice. You should consult your own professional advisor(s) before making a final decision with respect to gift plans and agreements.

HONOR FAMILY, FRIENDS AND BUSINESS ASSOCIATES *with Charitable Contributions in lieu of Traditional Holiday Presents*

Evidence points to increased giving to charities in lieu of traditional holiday presents for family, friends and business associates. There are similar increases in year-round occasion giving for birthdays, anniversaries, teacher recognitions, graduations and other memorable events. If that is your choice, the Tallahassee Memorial HealthCare Foundation will welcome your contributions and will promptly and appropriately notify each honoree of your generosity on their behalf. You can have the option of either selecting the area of the hospital that will benefit from your donation or you can extend that opportunity to the honoree. All you have to do is let us know. Also, during the season of special giving, you may want to consider a gift in memory of a family member or friend whom you have lost.

There's an added bonus to this type of giving. You can claim an income tax charitable deduction even though the gift is made in another person's name. The TMH Foundation's contact information appears below. Please tell us how the Foundation can play a part in your gift plans in honor or memory of family and friends.

Please either Clip and U.S.Mail, FAX or E-Mail

To: TMH Foundation

- Please provide information about gifts to the TMH Foundation in lieu of traditional holiday presents.
- Please provide complimentary year-end financial and estate planning information.
- Please contact me to schedule a personal visit.
- TMH is already included in my gift and estate plans.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

To Make a Secure On Line Donation:

Please visit www.tmhfoundation.org. Click on Make a Donation, and then click on Secure Credit Card Donation.



**Tallahassee Memorial
HealthCare Foundation**

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TMH *Your Hospital for Life.*