

The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

November / December 2011

TMH and TCC Celebrate as the **GHAZVINI CENTER** *for HEALTHCARE EDUCATION* *Opens on the Hospital Campus*

Tallahassee Community College hosted hundreds at the grand opening of the Ghazvini Center for Healthcare Education on September 8. Located at 1528 Surgeons Drive, on the campus of Tallahassee Memorial HealthCare, the imposing structure welcomed its first students when TCC kicked off the fall semester on August 29.

"A dream come true," said TCC Trustee Frank Messersmith, who served on the strategic planning committee that oversaw the project's beginnings. "When it was just a dream, a thought, a piece of paper, [we said], 'This is what we want to do for this community. We want nurses, we want medical technicians....' And here it is!"

Completion of the 85,000-square-foot Ghazvini Center will enable TCC to increase its enrollment in health care programs by nearly 100 percent over the next five years. The Center is home to programs in diagnostic medical sonography, emergency medical services, nursing, radiologic technology, respiratory care, homemaker health companion, medical administrative specialist, medical billing and coding, national health records specialist, nursing assistant and pharmacy technician.

And the students in those programs love their new home. At the grand opening, they enthusiastically led tours for the 600 attendees, pointing out the cutting-edge technology that will train them to respond to emergencies in simulated real-time settings. The Ghazvini Center also houses classrooms, conference rooms, a library/learning commons, laboratory space, a simulation center and administrative offices for TCC's Division of Healthcare Professions.

"This facility has state-of-the-art equipment," said TCC Trustee Karen Moore, who led the capital campaign that established the Center. "It has probably got better equipment than any other university or college campus in this state." A Fund-Raising Steering Committee under the leadership of Robin Johnston, TCC Vice President for Institutional Advancement and Executive Director of the TCC Foundation, continues to generate philanthropic support for the Division of Healthcare Professions, including the Center.

The project began when TMH proposed a land grant to TCC in 2004. Following a series of discussions among TMH President and CEO Mark O'Bryant, TMH Foundation President and CEO Paula Fortunas, then-TCC President Bill Law, and

Story continued on page 2.



Guests gather to salute TCC and its Ghazvini Center.



**Tallahassee Memorial
HealthCare Foundation**

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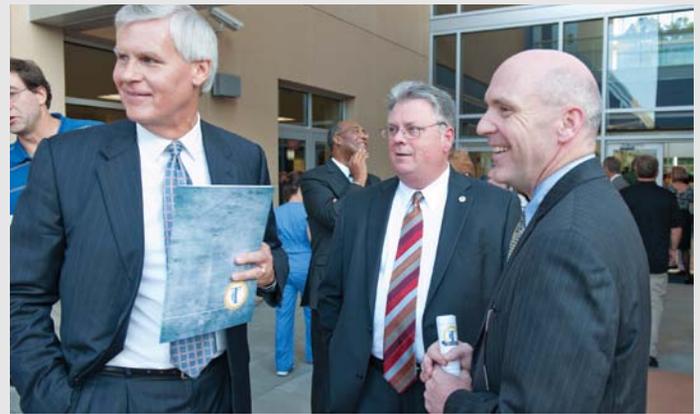
then-TCC Foundation Executive Director Marjorie Turnbull, it was agreed that locating the Center on the TMH campus would well serve the students by bringing them from the far western edge of the city to the very heart of its medical corridor.

“The wonderful thing about it is that all these health professionals are going to be together,” said Turnbull. “And they’re going to start sharing information and studying together and really interacting. And that’s the way medicine is going.”

O’Bryant told the crowd at the reception that a Johns Hopkins-trained TMH physician who had toured the Center said “the facility far outpaces, outdoes the place where he trained...so that should give you a perspective on what we have here: something special.”

The on-stage portion of the evening included remarks from O’Bryant, TCC President Jim Murdaugh; Dr. Allison DeFoor, Chair of TCC’s District Board of Trustees; Dr. Alice Nied, Dean of TCC’s Healthcare Professions; John Hogan, President and CEO of Capital Health Plan; and Ric Shriver, Vice President, Human Resources, Hospital Corporation of America.

Also among the attendees: State Representatives Alan Williams and Michelle Rehwinkel Vasilinda, Leon County Commissioners Bryan Desloge, Kristin Dozier and Akin Akenyemi, Tallahassee City Commissioner Gil Ziffer, Leon School Superintendent Jackie Pons, former TCC President James Hinson and TCC Trustees Dana Callen, Eugene Lamb and Kimberle Moon.



John Hogan, CHP President and CEO, Jim Murdaugh, TCC President and Mark O’Bryant, TMH President and CEO celebrate the grand opening of the Ghazvini Center.

TCC President Jim Murdaugh spent much of the evening thanking people, singling out his predecessor, Bill Law.

“We owe him a great debt of gratitude,” Murdaugh said. “He can’t wait to get to town and take a look at this facility.”

Murdaugh also thanked former TCC trustees, who had toured the Center the night before.

“If it weren’t for the generations of leadership we’ve had,” he said, “along with the current superb leadership we have, we wouldn’t be enjoying this evening tonight.”

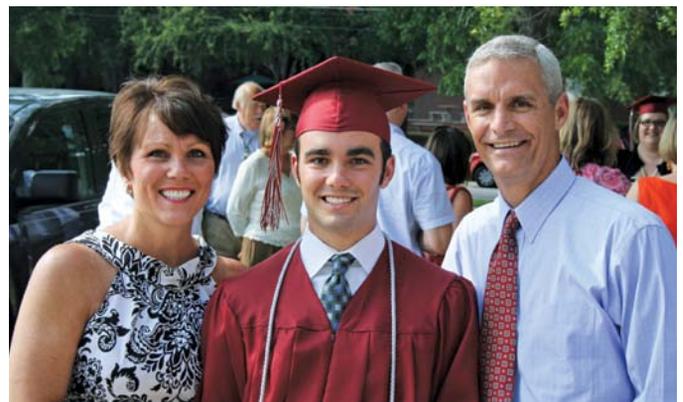
SECOND ANNUAL GOLF SKILLS CHALLENGE *for* CANCER TREATMENT AND CARE AT TMH *“Not Your Ordinary Golf Tournament”*

The Second Annual “TMH Golf Skills Challenge” will be held on Sunday, November 20, 2011 at the SouthWood Golf Club. The Tallahassee Memorial HealthCare Foundation and the Golf Skills Challenge Committee present this unique golfing event in support of the Tallahassee Memorial Cancer Center.

The event consists of 20 golf “challenges” that will test the skills and abilities of participating golfers. This is a team and individual challenge event with four golfers per team. Points are earned by attempting to hit shots within target circles painted on the green, similar to “The Big Break.” Individual and team points will be totaled to determine a team champion, as well as men’s and women’s individual champions. An awards program will follow the tournament.

Steve Rogers, Founder and Chair of the Golf Skills Challenge Committee, is a ten-year survivor of pancreatic cancer. “While undergoing treatment, and in the intervening years, Steve has worked tirelessly to raise awareness and funds to fight cancer,” said Leonard Parkhurst, TMH Foundation Major Gifts Director for Cancer Programs. “In 2010, he came up with the idea of establishing a golf event that was ‘not your ordinary golf tournament’ and he partnered with the TMH Foundation for the first outing which was very successful. Now, we are entering year two.”

“As a cancer survivor I’ve always thought that it was my duty to give back to others who are waging their fight to survive. My wife Wendy, also a cancer survivor, and I do everything that we



Wendy and Steve Rogers with their son Christopher.

can to help others, and with this golf event we are combining our passion for golf with our desire to serve others. I can’t thank my golfing buddies and sponsors enough for jumping on board to help make this such a great event. It’s my intent to hold the Golf Skills Challenge for many years to come.”

Sonny’s Bar-B-Q will again be the presenting sponsor and will be teaming up with other great sponsors including **Red Elephant, Tri-Eagle Sales, IBM, Prime Meridian Bank, Kraft Nissan** and **Mainline Information Systems**. A special thanks goes to SouthWood Golf Club for hosting the event.

Contact Leonard “Parky” Parkhurst at leonard.parkhurst@tmh.org or **850.431.4080** for tournament details, donations and sponsorship opportunities.

Tallahassee Memorial Pediatric Services Dedicates Treatment Room

Tallahassee Memorial Pediatric Services formally dedicated its new Treatment Room on September 14. The **Junior League of Tallahassee, Carpet Studio, Ingram Enterprises, Specialty Contractors** and the **Character Center** joined with **Children's Cancer Cooperative** to donate funding for a total renovation and expansion.

Ann McClean, RN, BSN, MSHSA, Nurse Manager of the Pediatric Unit, explained the significance of the treatment room, "It is important to provide calm distractions for pediatric patients while they are being cared for at Tallahassee Memorial. The renovation project included an expansion of the room to 200 square feet, a soothing bubble wall, a colorful "under the sea" mural, painted ceiling tiles with an ocean theme, a recliner and chair for parents, new cabinetry, new flooring and a turtle treatment table." Kathy Waleko, RN, PhD, Service Line Administrator for Women's and Children's Services at TMH, added, "The total treatment room 'makeover' is wonderful and the space has been beautifully transformed to provide a calm and therapeutic environment for pediatric patients."

Zack Richardson of the Character Center explained his support, "It was important to support this project with the creation of a beautiful wall mural because it provided me an opportunity to express my love to an incredible hospital that embraces and heals God's children." Gary Stout of Ingram Enterprises added his thoughts, "It was a pleasure to help Tallahassee Memorial and provide exciting new surroundings for hospitalized children."

Judi Taber, the TMH Foundation Annual Fund Officer, expressed her gratitude to the Pediatric Services Fund-Raising Steering Committee and the individual donors. "It is wonderful to see donors and friends in the community come together to benefit pediatric patients. It has been a joy to work on the treatment room and I am happy to announce that planning is underway for another Pediatric Services project."



The new Tallahassee Memorial Pediatric Services Treatment Room.



Donors and friends who supported the new Pediatric Services Treatment Room

Left to right, front: Mark Jeffries and Kendal Mundy

Left to right, back: Herb Wills, Selena Richardson, Ann McClean, Melissa Barfield, Harold Dukes, Carl Bailey Dukes, Kathy Waleko, Judi Taber and Bernadette Sigman

Focused on Superior Care for Children

Tallahassee Memorial Pediatric Services is focused on providing superior care to children from newborns to adolescents in a 17-county region in North Florida and South Georgia. The Pediatric Unit has 23-beds with private rooms where those children with a wide variety of conditions and those recovering from surgical procedures receive care. The Pediatric Intensive Care Unit is the **only** hospital unit within a 100-mile radius equipped to care for critically ill children. Pediatric Services also include the **Kid's Korner**, a 4-bed unit for outpatient care. TMH has a **certified child life specialist** to help children effectively cope with hospitalization and a playroom open twice daily with toys and interactive games.

Three Tallahassee Memorial LEADERS HONORED

JOSEPH A. CAMPS, M.D.

Immediate Past Chair, Tallahassee Memorial Board of Directors



Joseph A. Camps, M.D., while serving as Chair of the TMH Board of Directors, was recognized as the 2011 recipient of the annual Ethics in Business Award. This coveted honor, in memory of the late Rotary Club President Bill Dugger, was presented at a gathering of Rotary Clubs from Tallahassee, Monticello and Wakulla County. According to the Rotary, the award exemplifies the highest in ethical standards in business activities

and support for the community.

In accepting the award, Dr. Camps offered the following thoughts, "At night when I lie down, I try to make sure that I can sleep well because I've done the best that I can possibly do for others and, most importantly on everything I do, with integrity."

Dr. Camps, a urologist and partner with Southeastern Urological Center, earned a degree in biology from Florida State University in 1978 and went on to obtain his medical degree from the University of Florida. Since returning to Tallahassee to practice medicine in 1990, Dr. Camps has consistently been recognized by his peers in the critical field of medicine. Besides being a stellar example in his chosen field, Dr. Camps also has received numerous honors from Florida State University where he is a member of the University's Board of Trustees. Also, in 2007, the Tallahassee Area Chapter of 100 Black Men of America presented him with the "Living Legend" Award.

Although he completed his term as Chair on September 30, 2011, Dr. Camps continues to serve as a member of the TMH Board of Directors. He has truly made this community a better place through his practice of medicine, his commitment to help others and by doing the right thing.

DONALD A. ZORN, M.D.

Director, Tallahassee Memorial Family Medicine Residency Program



The Capital Medical Society selected Donald A. Zorn, Director of the Tallahassee Memorial Family Medicine Residency Program as the recipient of the 2011 I.B. Harrison, M.D. Humanitarian Award which was presented to him at the 10th Annual Capital Medical Society Celebration Awards Dinner.

Each year the Harrison Humanitarian Award is bestowed on a physician who demonstrates dedication to the humanitarian values the Capital Medical Society associates with the late I.B. Harrison, M.D., a beloved physician who served the Tallahassee community for many years.

Dr. Zorn has a long history of service in this region, including the provision of prenatal care for the Wakulla County Health Department beginning when he joined the residency faculty in 1984. Over the years, he has been Board President for the Alzheimer's Project of Tallahassee, served as Chair for the Department of Family Practice at TMH, and has been chosen

as Teacher of the Year by third-year residents in the Tallahassee Memorial Family Medicine Residency Program. Dr. Zorn has also demonstrated ongoing leadership in the community by working with the Big Bend and Leon Association for Science Teaching (BLAST) to boost students' science capabilities. Dr. Zorn has reached out to those in need outside of our community by going on medical missions to Haiti, El Salvador and Peru. Most recently, he helped his church plan a medical mission to Guatemala.

In his acceptance speech at the ceremony, Dr. Zorn honored the memory and influence of Dr. Harrison, by noting, "Bud Harrison's spirit lives on in Tallahassee, not just in this ceremony, but in the attitudes that are daily displayed by this remarkable medical community. It was Bud's attitude that defined him, more than anything else. Patients felt that he was on their side. In the unique triangular relationship: patient – physician – disease, he was the best I have seen at closing angle and perceived distance so that his patients knew that he and they were standing side-by-side facing disease, discomfort and death together. Fellow humans, both imperfect, doing the best they can, standing together."

“PAINT IT PINK”

for the Tallahassee Memorial

SHARON EWING WALKER BREAST HEALTH CENTER

G. MARK O'BRYANT

Tallahassee Memorial
President and Chief
Executive Officer



Tallahassee Memorial President and Chief Executive Officer Mark O'Bryant was nationally honored as an Executive of the Year in the 9th Annual American Business Awards competition in the category of “Health Products and

Services—More than 2,500 Employees.” He was cheered by more than 600 national leaders in business during award ceremonies in New York City.

The American Business Awards are nationally known as the Stevie Awards and have been dubbed “the business world’s own Oscars” by the New York Post. The Stevie Awards were created to honor the achievements and positive contributions of organizations and business people worldwide. “Stevie” comes from “Stephen,” which is derived from the Greek word for “crowned.”

This year, more than 2,800 entries from organizations of all sizes and in most every industry were submitted for the Stevie Awards. A panel of more than 200 executives across the country were judges in the process to determine the finalists and Stevie Award winners. Mr. O'Bryant was competing in his category against finalists Ian Read, President and CEO of Pfizer Inc. in New York, and E. Joseph Steier III, President of Signature HealthCare in Louisville, KY.

“I truly believe that Mark is one of the outstanding hospital executives in the country,” said Dr. Joseph Camps, Immediate Past Chair of the TMH Board of Directors. “He focuses on the quality of health care, but is also constantly looking for efficiencies to make health care more available and more affordable.”

The TMH Foundation will again partner with the women’s athletics programs at Florida State University to benefit Tallahassee Memorial’s Sharon Ewing Walker Breast Health Center. This is the third year that each of the FSU women’s teams will host “Paint it Pink” games.

The FSU soccer, volleyball, women’s basketball, women’s tennis and softball, swimming and diving, and track/cross country teams each hold their own game to support the cause. Last season, the proceeds totaled almost \$11,000 in support of breast cancer research.

“The family of Sharon Ewing Walker has established the Breast Health Center in her memory and to honor her courageous battle with breast cancer,” said Matt Sherer, MBA, MHA, Administrator of the Tallahassee Memorial Cancer Center. “The funds from the Paint It Pink campaign are yet another partnership with FSU and Tallahassee Memorial HealthCare. This partnership will enable the Tallahassee Memorial Sharon Ewing Walker Breast Health Center to reach more women with its comprehensive array of services.”

“We are fortunate to have this support from FSU and its student athletes,” added Janet Borneman, TMH Foundation Director of Planned Giving. “In 2011 to date, TMH has benefited from the cross country invitational, swimming and diving meets at the Morcom Aquatics Center, soccer and volleyball. The dates and times for “Paint it Pink” basketball, softball, tennis, track and field and sand volleyball will be announced in the near future.”



Left to right, front: Matt Sherer, TMH Cancer Center, Lonni Alameda, Softball, Karen Harvey, Cross Country, Taylor Irvin, Sand Volleyball **Not pictured** – Neil Harper, Swimming & Diving, Jennifer Hyde, Women’s Tennis

Left to right, back: Leonard Parkhurst & Janet Borneman, TMH Foundation, Amy Bond, Women’s Golf, Paula Fortunas, TMH Foundation, Sue Semrau, Women’s Basketball, Chris Poole, Indoor Volleyball, Danalee Corso, Sand Volleyball, Mark Krikorian, Women’s Soccer, Allison Rich, Senior Associate Athletics Director, Maye Walker, TMH Foundation Donor and Volunteer, Randy Spetman, Athletics Director

Protocols *for* Philanthropy



Paula S. Fortunas
President/CEO
TMH Foundation

“The Most Generous Time of the Year”

Traditionally, as the year draws to a close, the TMH Foundation expresses its gratitude for your generosity and offers gift-planning information for your consideration with your family and professional advisors. And, 2011, is no exception. Your kind and generous acts and gifts have again positively influenced

the hospital and the care of its patients and their families. TMH is profoundly grateful to you, one and all.

Now, a reminder – December 31 is the last day to make a contribution for which you may claim a 2011 income tax charitable deduction. If mailed, gift checks must be postmarked by December 31 and the deadline for online donations is 11:59 p.m. on December 31. To make gifts other than cash, such as securities or real property or to discuss a gift within your estate plan, please call or e-mail the Foundation – contact information appears below.

A special note for donors who have attained age 70 1/2:

The IRA charitable rollover provision continues in effect through the end of the year. Although the U. S. Congress is considering an extension of the effective date, there are no assurances. Therefore,

the time to act is NOW. Those of you who are 70 1/2 can make a gift of up to \$100,000 to a public charity, such as the TMH Foundation, from your IRA. The gift amount will be excluded from your gross income for tax purposes. Further, the contribution can be counted toward your annual mandatory IRA distribution. The provisions apply only to outright gifts and cannot be made to donor advised funds, support organizations, charitable gift annuities, charitable remainder trusts or other life income gifts.

Action steps should include conversations with your family and professional advisors. Then, and only then, should you contact your IRA trustee or custodian for specific transfer instructions. The IRA charitable distribution check should be made to the TMH Foundation and NOT to the IRA account owner (you or your spouse). Your generosity will have an immediate and positive impact on Tallahassee Memorial. Furthermore, you will experience the personal joy of witnessing your gift's benefits to the community.

Note: 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 response 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.



**Tallahassee Memorial
HealthCare Foundation**

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