

# The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

September / October 2013

## Third Annual “Battle of the Bands”

### Lincoln High School Students Raise \$13,000 and Commit to \$50,000 Wing Naming in the Tallahassee Memorial Heart & Vascular Center

April 12 marked the third anniversary of Lincoln High School’s “Battle of the Bands,” a competition – not of sport – but of good will to heighten community awareness of cardiovascular disease and to generate funds for the Tallahassee Memorial Heart & Vascular Center. BillieAnne Gay and Beth Button, Lincoln High School teachers, led the students in cardiovascular disease education, event planning, and fundraising.

Nearly 1,000 people participated in the “battle,” which featured ten high school bands from around the county and over thirty local business sponsors who gave financial support along with setting up vendor and service booths surrounding Lincoln’s Jimmy Everett Track. The bands showcased their talent on stages set up on the track’s infield. The activity and excitement were electric.

The Trojans surpassed the 2012 Battle of the Bands by raising \$13,000 which was presented to the TMH Foundation during the closing ceremony. Tallahassee Memorial was represented by Aaron Kinnon, TMH Foundation Director of Development, Lisa Mullee, Tallahassee Memorial Cardiovascular Labs Director, and Akash Ghai, M.D., Board Certified Cardiologist, Southern Medical Group, P.A. – one of the event’s principal sponsors.

During the check presentation, Lincoln Principal Allen Burch announced the school’s pledge of \$50,000 to name a wing in the Tallahassee Memorial Heart & Vascular Center. “This commitment of continued support for the Tallahassee Memorial Heart & Vascular Center not only benefits patients but also demonstrates the broad and ongoing initiatives of Mr. Burch and Lincoln High School. This generous philanthropic engagement of students will lead to a lifetime of giving and Lincoln’s concerted effort to deliver cardiovascular disease education will translate to healthy lifestyles now and in the years to come for these students and their families,” noted Dr. Ghai.

In further response to the insightful and community-minded decisions made by Lincoln High School, Ms. Mullee said, “I am honored to be a part of the cardiovascular disease education and charitable giving activities of Lincoln High School students, faculty and administration. Money raised will continue to support the community through educational events, health fairs, and the acquisition of leading-edge technology.”

“Tallahassee Memorial and the TMH Foundation are so proud of this wonderful partnership with Lincoln High School, and we join one and all in congratulating and saluting the winning band – “Jacob’s Ladder,” featuring Lincoln High’s Student Body Vice President Ryan Joseph and his younger brother Devin Joseph. We are enormously grateful to Lincoln High School, and we are pleased to learn that the Trojans have already commenced planning for 2014’s ‘Battle,’” concluded Mr. Kinnon.



*The “Battle of the Bands” Winner: “Jacob’s Ladder,” featuring Ryan Joseph, Lincoln High School Student Body Vice President, and his younger brother Devin Joseph.*



*Pictured from left to right: BillieAnne Gay, Lincoln High School Teacher and SGA Sponsor; Beth Button, Lincoln High School Teacher; Devin and Ryan Joseph, representing “Jacob’s Ladder;” Dalton Bedard, Lincoln High Student Body President; Lisa Mullee, Tallahassee Memorial Cardiovascular Labs Director; Akash Ghai, M.D., Board Certified Cardiologist, Southern Medical Group, P.A.; Allen Burch, Lincoln High School Principal, and Aaron Kinnon, TMH Foundation Director of Development.*



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"Curtains for a Cause," inaugurated in 2012, is now an officially-designated Valentine's Day annual event to raise funds for the Florida State University College of Medicine's Brian Jackson Dystonia Research and Discovery Program and its clinical partner, Tallahassee Memorial HealthCare. The FSU College of Medicine and TMH are developing a comprehensive research, clinical, and education program with the ultimate goal of discovering effective treatments, therapies, and – ultimately – a cure for Dystonia.

The 2014 "Curtains" production is the award-winning, highly-acclaimed musical revue, "Forbidden Broadway's Greatest Hits." Written by Gerard Alessandrini, this four-time winner of the Drama Desk Award is a zany and satirical tribute to some of Broadway's biggest hits and spotlights Broadway shows and stars such as Carol Channing, Chita Rivera, Barbara Streisand, and Mandy Patinkin in ways you have never seen them before.

Mark your calendars NOW for February 14, 2014, and make your advance reservations by calling or e-mailing Mark Marple at the TMH Foundation: 850.431.4080, mark.marple@tmh.org or by visiting [www.CurtainsForACause.com](http://www.CurtainsForACause.com). Tickets are \$100 per person and include a gourmet dinner, a rose for the ladies, champagne toast, gratuity, and the show.

Please join in the philanthropy and the fun as the University Center Club's Futch Ballroom is transformed into a Broadway dinner theatre with an award-winning menu, a silent auction, and twenty-plus, knee-slapping, musical numbers. Just think how great it will be to have your Valentine's Day plans "all set" for an elegant evening that will serve a life-saving cause.

## OASIS

### "Girls Can Do Anything"

On June 26, 2013, girls of all ages from the OASIS "Girls Can Do Anything" summer camp held a car wash at Kia AutoSport of Tallahassee. Summer camp activities are designed to enhance leadership development, decision-making skills, self-esteem, and embrace how much fun it is to be a girl! The girls used their leadership skills to raise and donate \$668 to the TMH Foundation for direct patient care in the Tallahassee Memorial Cancer Center.



## Erin Petscher Cards for a Cure Honoree

Erin Petscher is a stay-at-home mother raising two daughters -- a five-year-old and a two-year-old. She is upbeat and full of hope. But, in October 2011, at age 32, Erin noticed a lump that had seemingly developed while breastfeeding her youngest daughter. A month later she learned she had Stage 4 Invasive Ductal Carcinoma, and it had spread to her lymph nodes, lungs, and spine. Statistically, Erin was quite young to develop breast cancer, and it is very rare for the disease to spread so quickly from the time of the initial diagnosis. She appeared to be a statistical anomaly. Published data suggested a survival period of only one to five years. Erin and her husband, Yaacov, have a strong faith that sustains them in crisis, so they did not let this news dim their hope.



*Erin Petscher, 2013 Cards for a Cure Honoree*

Erin later discovered that her paternal grandmother died of the same disease. Prior to diagnosis, Erin was unaware of any family history of breast cancer but she had always been healthy, and no red flags had appeared during routine physical exams.

Initially, Erin and Yaacov had no family nearby to help when she began an aggressive treatment program. This burden was immediately eased by her father and mother moving to town, and the outpouring of help from the community. People ranging from close friends to complete strangers sent notes, gifts, money, and food. Erin created a blog, asked for prayers on her behalf, and soon people from all 50 states and 11 different countries were praying for complete healing.

Erin visited several physicians with the hope of finding a promising new treatment or a different opinion about her diagnosis. However, every expert quickly told her there was no cure, no chance of being cancer-free, no hope.

She went through aggressive chemotherapy that targeted the primary tumor and her lungs. Erin explains, "There wasn't a treatment goal for reaching inside my spine to kill the cancer there. Thus, a large group began praying specifically that the cancer inside those vertebrae would disappear. Then, my next PET scan results returned with news that brought real hope. After no surgeries and just three chemotherapy treatments, all the metastases were gone! By the time I had a bilateral mastectomy at TMH and completed chemotherapy, my pathology report and follow-up PET scan showed I was cancer-free."

Erin has been cancer-free for almost a year and is grateful for the new outlook she has on life. She says, "I know that the physicians who were put in my path were wise and all the medication helped dramatically. I thank God for my healing and extended life, and I am very aware that so few people have encouraging stories like this to tell." Erin feels that her new job is to spread hope to those who don't have it, and she is grateful for every day she gets to do so.

Erin will be honored at the 2013 Cards for a Cure event to be held on September 28.



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## Cards for a Cure

Benefiting the Tallahassee Memorial Cancer Center and Cancer Programs in Honor of Erin Petscher

September 28, 2013  
7:00 p.m. – Midnight  
Tallahassee Automobile Museum  
Live Entertainment --  
Acme Rhythm & Blues

For sponsorship information, please call Janet Borneman at the Tallahassee Memorial HealthCare Foundation -- 850.431.4048.

## PURCHASE TICKETS

Cards for a Cure \$100 each

Cards for a Cure tickets are \$100 each and can be purchased online at [www.cardsforcureallahassee.com](http://www.cardsforcureallahassee.com) or by either calling or e-mailing Janet Borneman, Director of Planned Giving, TMH Foundation — 850.431.4048 or [janet.borneman@tmh.org](mailto:janet.borneman@tmh.org).

Tallahassee Memorial HealthCare, its Foundation and the Tallahassee Memorial Cancer Center  
 Salute and Honor the Donors, Sponsors and Volunteers  
 who Supported The Ride for Hope 2013



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# Make Your Reservations NOW for TEE OFF FOR TOTS Dinner Carnival and Golf Tournament

The 20th Annual Tee Off for Tots Dinner Carnival and Golf Tournament are set, respectively, for October 20 and 21. The proceeds from both events will be divided equally between the Proctor Endowment for Children with Diabetes who are served at the Tallahassee Memorial Diabetes Center and Tallahassee Memorial Children's Center for children with a variety of conditions and treatment requirements. Your generosity, support and participation in Tee Off for Tots will positively influence the lives and medical outcomes of thousands of infants and children and their families. Thank you very much.

**INFORMATION HOTLINE** Please call or e-mail Bonnie Cannon at the TMH Foundation: 850.431.4590 - bonnie.cannon@tmh.org

**ON-LINE OPPORTUNITY** To make a secure on-line Golf and/or Dinner/Car Raffle reservation or a donation, please visit [www.tmhfoundation.org](http://www.tmhfoundation.org) and click on "Make a Donation" followed by a click on "Secure Credit Card Donation." For designation, select "Other," and enter Golf (Gold Team, Team, Individual or Donation) or enter Dinner/Car Raffle and the number of tickets.

## Deadline for entries is 10/10/13

Indicate Choice(s) of Participation

- Gold Team of 4 players \$ 2,000  
 Team of 4 players \$ 1,200  
 Individual players \$ 300  
 Games Within Games (per player) \$ 25

Select Tee Time (based on availability)

- 8:00 a.m. Flight  1:30 p.m. Flight

Team or Individual Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Player 1 \_\_\_\_\_

Handicap \_\_\_\_\_ (must be submitted)

Player 2 \_\_\_\_\_

Handicap \_\_\_\_\_ (must be submitted)

Player 3 \_\_\_\_\_

Handicap \_\_\_\_\_ (must be submitted)

Player 4 \_\_\_\_\_

Handicap \_\_\_\_\_ (must be submitted)

Total enclosed \$ \_\_\_\_\_ for Golf Tournament/  
Games Within Games

Total enclosed \$ \_\_\_\_\_ for Raffle Tickets

I am unable to attend, but wish to make a donation of  
\$ \_\_\_\_\_ for the Proctor Endowment for Children  
with Diabetes and Pediatric Programs at TMH.

Please either make checks payable to TMH Foundation  
and designate for Tee Off for Tots or complete the  
credit card information below.

Visa  Mastercard  Discover  AmEx

Card Holder Name \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Address \_\_\_\_\_

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Signature \_\_\_\_\_

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## DINNER CARNIVAL

**Sunday, October 20, 2013** 6:00 p.m. - 9:00 p.m.  
Cocktails & Dinner (catered by The Seinyard)  
 · Raffle - Win a new 2014 Honda CRV EX  
 · Raffle - Other select prizes  
 · Raffle tickets are \$75 each and include admission  
to the Dinner Carnival.

## GOLF TOURNAMENT

**Monday, October 21, 2013**

Rain Date - Thursday, October 24, 2013

**Golden Eagle Country Club**

Two Flights: 8:00 a.m. and 1:30 p.m.

Registration: 7:00 a.m. and 12:30 p.m.

Every effort will be made to accommodate requests for specific  
flight times. Soft spikes, please.

### Awards Reception

- Immediately following each flight in the Plantation Room
- Top three teams in morning and afternoon flights
- Awards Presentation

### Games Within Games

There are 5 contests:

- Longest Putt
- Putting Contest
- Closest to Pin
- Hole-In-One on Specified Hole
- Straightest Drive in Fairway, 150-Yard Minimum.

In addition to the Hole-in-One opportunity under Games Within Games,  
ALL PLAYERS will be eligible to win\* an all-new 2014 Subaru BRZ with a  
Hole-In-One on the 17th hole!

\*Hole-In-One Terms and Conditions Apply.

### Format: Captain's Choice Scramble

All players hit their tee shot. The captain selects the best shot and all  
players hit their second shot from that point. This format repeats until  
the ball is in the hole.

### Lunch

Lunch will be served between rounds.

## LEVELS OF PARTICIPATION

### Major Sponsor

There are multiple opportunities for major sponsorships. Please call or  
e-mail Bonnie Cannon at the TMH Foundation: 850.431.4590 -  
bonnie.cannon@tmh.org

**Gold Team of 4 players \$2,000**

Name on Tournament Board, Tee and Green, 4 Tournament Gift Bags,  
8 tickets to Dinner Carnival, 4 Games Within Games Tickets

**Team of 4 Players \$1,200**

Name on Tournament Board, 4 Tournament Gift Bags

**Individual Player \$300**

1 Tournament Gift Bag

**Games Within Games \$25**

\*Per Player



## The Chrome Divas' 12<sup>TH</sup> Annual Poker Run Serves A Woman's Place at Tallahassee Memorial

The Chrome Divas of Tallahassee, a local women's motorcycle group, will host its 12<sup>TH</sup> Annual Breast Cancer Poker Run on Sunday, October 13, 2013. "This is a passionate and enthusiastic fund-raising event to support A Woman's Place at Tallahassee Memorial and to advocate for women in the community who are dealing with breast cancer," said Mary Youngblood, 2013 Chrome Divas and Poker Run Director. The Poker Run will start at the Tallahassee Harley-Davidson on Capital Circle North West with the first bikes out at 9:30 a.m., last bikes out at 10:30 a.m., and end with lunch, festivities, music, and prizes at the K and K Fish Camp on Lake Iamonia.

Continuing, Ms. Youngblood noted, "The Divas enjoy partnering with the TMH Foundation and A Woman's Place to benefit women in the community who have been recently diagnosed with breast cancer or those who are recovering, surviving, and needing support." The Divas are tireless in their efforts to help, and many members -- through personal experience -- understand how important it is to have resources, education, and support throughout treatment after a diagnosis of breast cancer.

A Woman's Place at Tallahassee Memorial is fully accredited by The American Board for Certification in Orthotics, Prosthetics and Pedorthics, Inc. to serve women who require breast prosthesis, mastectomy bras, and post surgical garments related to mastectomies, lumpectomies, reconstruction, or other breast surgeries. Certified Mastectomy Fitters provide personal and private fittings. Other products available are compression garments for those diagnosed with Lymphedema and hats, wigs, and skin care for those receiving chemotherapy and radiation treatment. Lymphedema occurs when the lymph vessels are unable to transport lymph fluid back into circulation and it accumulates in specific areas of the body, resulting in swelling and thickening of the skin. Since there is no cure for lymphedema, the goal is to reduce the swelling and to maintain the reduction of fluid. This effective treatment program is achieved by Complete Decongestive Therapy (CDT) and the wearing of compression garments. Surgical procedures such as mastectomies, lumpectomies with radiation, and/or removal of the lymph nodes are the most common causes of lymphedema, which most commonly occurs in the arms but may also develop in the chest and legs.

Shery Kendrick, A Woman's Place Manager, concluded, "A Woman's Place is truly appreciative of the hard work the Chrome Divas of Tallahassee put into the Poker Run each year. We are honored to have such an amazing group of women support each other within our community, and our patients are truly grateful for this wonderful gift as well."

The Chrome Divas were honored in 2007 for fund-raising efforts within the community on behalf of women and children as the Outstanding Fund-Raising Organization in the region during the Association of Fundraising Professionals, Big Bend Chapter's celebration of National Philanthropy Day.

For further information or to make a donation to benefit A Woman's Place, please contact Judi Taber at judi.taber@tmh.org or call 850.431.5904.



*Shery Kendrick, Manager of A Woman's Place at Tallahassee Memorial, and Jasmine Calhoun, Image Recovery Specialist, work at the registration table for last year's Poker Run and will be there again for 2013. Supporters and participants -- Chase Wainwright, Toni McDonald, Gwen Drake, and Lisa Vince -- are pictured on the steps of Tallahassee Harley-Davidson.*

## Bowling for Diabetes Supports Diabetes Camp Scholarships

The Beta Lambda Sigma Alumni Chapter of Phi Beta Sigma Fraternity, also known as the Tallahassee Sigmas, visited the Florida Diabetes Camp for Children in Gretna on Friday, June 28, to personally deliver a donation of \$2,000, representing the proceeds from the organization's sixth annual Bowling for Diabetes event at Capital Lanes. According to Errick Farmer, the Sigmas' Immediate Past President, "The goal of the Tallahassee Sigmas is both to raise funds for the Tallahassee Memorial Diabetes Center's scholarship fund for children with diabetes and to heighten awareness of the Diabetes Center's role with respect to diabetes education and treatment."

Rickie Williams, the Sigmas' current President, noted, "The Sigmas have engaged in fundraising for six years to benefit children with diabetes and will continue the Bowling for Diabetes initiative, with the help of the TMH Foundation, in the years to come. The Phi Beta Sigma Fraternity brothers thoroughly enjoy the bowling event; however, the real joy comes when we visit the camp each year to present the gift and to have dinner with the kids."

Tallahassee Memorial Diabetes Center Director Dawn Smith said, "The Diabetes Center is grateful for the Tallahassee Sigmas' efforts to promote the mutual goal of diabetes education, decreasing complications from this disease, and providing opportunities for more children in the Big Bend area to attend Diabetes Camp."



*During a festive camp dinner, Larry C. Deeb M.D., one of the six Tallahassee Memorial Diabetes Center Medical Directors; Dawn Smith, Tallahassee Memorial Diabetes Center Director; Judi Taber, TMH Foundation Annual Giving Officer; join ALL of the Diabetes Camp children, counselors and staff in thanking the Tallahassee Sigmas.*

## FSU College of Medicine Donates \$108,000 for the Neonatal Intensive Care Unit and other Children's Health Initiatives at Tallahassee Memorial

Dance Marathon, Florida State University's largest student-run philanthropy, celebrated its 18<sup>th</sup> anniversary in March by raising a record-setting \$701,493.16 for the Children's Miracle Network at Shands Hospital and the FSU College of Medicine's pediatric outreach programs.

"Each year, since 2004, the FSU College of Medicine has donated a portion of its gift share to the TMH Foundation for the advancement of neonatal intensive care and other children's health initiatives at Tallahassee Memorial. For this generous support, TMH and those it serves are profoundly grateful," said Paula Fortunas, TMH Foundation President and CEO. Alma Littles, M.D., FSU College of Medicine Senior Associate Dean for Medical Education and Academic Affairs, further explained, "Proceeds from the Dance Marathon help the College of Medicine meet its mission of service to rural and underserved populations. For example, portions of these funds are used to deliver preventive and healthcare services to students in the Gadsden County school system, and the dollars donated to the TMH Foundation support the life-saving services and care delivered in the Tallahassee Memorial Neonatal Intensive Care Unit that serves a 17-county, primarily rural, region in North Florida and South Georgia. The hard work of our dedicated FSU students who participate in Dance Marathon comes to fruition every day in the Tallahassee Memorial Neonatal Intensive Care Unit and in the surrounding rural counties. Our medical students appreciate the challenges these babies and children face early in life, and having exposure to them in rural settings is a vital part of their medical education."



According to Ryan Ellison, FSU 2014 Dance Marathon Executive Director, "We are already gearing up for Dance Marathon 2014 and are ready to take it to the next level. Actually, working with Dr. Littles and Mrs. Fortunas is a lot of fun, and the support Dance Marathon receives from them, the College of Medicine and Tallahassee Memorial is immeasurable. It is so gratifying to see that Dance Marathon at FSU is making a difference in Tallahassee and the surrounding rural areas and that it is helping those who need it most."

*Alma Littles, M.D., FSU College of Medicine Senior Associate Dean for Medical Education and Academic Affairs, and Paula Fortunas, TMH Foundation President and CEO, are surrounded from left to right by members of the 2013 FSU Dance Marathon's Leadership Team: Andrew Kampel, Jonathan Lubin, Ryan Ellison, Catalina Quintana, Karli Sherman, Pauly Bunn, and Joe Crozier.*

## TALLAHASSEE MEMORIAL EMERGENCY CENTER – NORTHEAST OPENED IN AUGUST

Now serving patients across the Big Bend, the new freestanding Tallahassee Memorial Emergency Center-Northeast opened in August with a community "open house" event. Specifically designed to meet the increasing needs of community growth, the new center is providing the region with more convenient access to emergency care and includes special features for children and senior patients and their families.

Hospitality is a central focus of the new center, and the facility offers a number of amenities for patients and visitors, such as separate entrances for children and adults and a children's play area with an iPad bar pre-loaded with kid-friendly games to help young patients and their siblings feel relaxed during visits. There is also a designated sick kids' room that provides a restful space for children who have contagious conditions.

Other features of the center aim to enhance care for patients of all ages -- such as the state-of-the-art radiology suite -- but are especially beneficial for seniors. The building was designed for ease of navigation, and in each treatment room, dimmers have been installed to adjust lighting conditions to each patient's preference. In addition, the center's technologically-advanced beds and stretchers have comfortable, thickly-padded mattresses, and built-in scales allowing patients to be weighed without moving.

Color-coded uniforms identify members of the staff, and frosted glass doors throughout the building ensure patient privacy and promote a sterile environment. To expedite care, the Emergency Center-Northeast has four vertical treatment spaces for those patients who are able and who wish to sit up during their entire visit.

The new emergency center is located immediately south of the Thomasville Road and I-10 interchange on Metropolitan Boulevard.



**Protocols for Philanthropy** will return in the November/December issue of *Tallahassee Magazine*. Tallahassee Memorial is profoundly grateful to you — its community of donors — for your loyal support and expressions of confidence.

**Paula S. Fortunas, President/CEO, TMH Foundation**

  
**Tallahassee Memorial  
HealthCare Foundation**

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