

# The Tallahassee Memorial HealthCare Foundation COMMUNITY UPDATE

May / June 2011

## THE SIXTH ANNUAL RIDE FOR HOPE SUPPORTS “Cancer Care Close to Home” *at the Tallahassee Memorial Cancer Center*

Southeastern Dermatology is Presenting Sponsor

Southeastern Dermatology has entered a three-year philanthropic partnership with the TMH Foundation as the Ride for Hope’s presenting sponsor. According to Michael J. Ford, M.D., “Partnering with the Ride for Hope to promote healthy, active lifestyles, and to support the Tallahassee Memorial Cancer Center, makes good sense. We are proud to be the presenting sponsor for the Ride for Hope and honored to be a part of what the community is doing to support quality cancer care at TMH.” All proceeds from the Ride for Hope benefit the Tallahassee Memorial Cancer Center and the patients it serves.

The Ride for Hope celebrates the life of its founder, Lou Farrah, who passed away in November 2006. He is survived by wife Jenny and sons Jason Farrah, M.D. and Jeffery Farrah, D.C. While fighting cancer, Lou shared his vision of an event to inspire other cancer patients, to reach out to the community and to embrace life. With the help of friends, family, volunteers, the TMH Foundation, and sponsors, the inaugural Ride for Hope was held on June 3, 2006. “Lou was such an inspiration to me. He had a wonderful outlook on life and was a positive influence to anyone he met. Lou made you feel special, like he was talking just to you in a room full of hundreds. I think of Lou everyday and am honored to carry on the Ride for Hope,” said Tina Darnell of Tallahassee State Bank and the 2011 Ride for Hope Director.

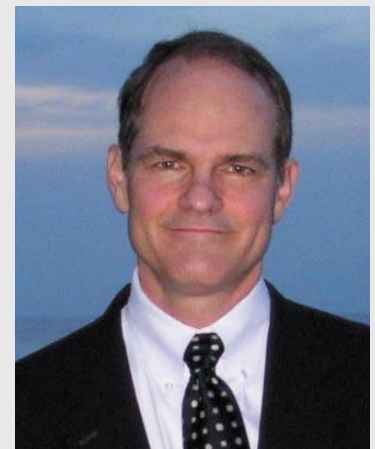
This year, nearly 1,000 people are expected to participate in the Ride’s associated Vendor Expo, Health Fair and Family Fun Festival – with about 600 of those cycling in the main event. Cyclists of all ages and experience, from novice to expert, participate in one of five different courses from a 100-mile Century ride to a family fun ride/walk. The Ride for Hope and the other events will be held at the North Florida Fairgrounds – all cycling courses will begin and end there.

The fun-filled weekend will kick off Friday evening, June 10, from 5:00 to 8:00 with the Ride for Hope Vendor Expo, Early Registration and Hero of Hope Award Ceremony. The Friday night festivities also include live music, buffet dinner, vendor expositions and demonstrations, many “give-a-ways” and much excitement as riders gear up for the next day.



*Riders jockey for starting position at the 2010 Ride for Hope.*

S O U T H E A S T E R N  
Dermatology



*Michael J. Ford, M.D.  
Owner, Southeastern Dermatology  
Presenting Sponsor of the 2011 Ride for Hope*



**Tallahassee Memorial  
HealthCare Foundation**

*Story continued on page 2.*

Story continued from page 1.



David Fonvielle, 2011 RFH Honorary Chair, with granddaughters at the 2010 RFH Family Fun Festival.



Children of all ages enjoy the Family Fun Ride/Walk during the 2010 Ride for Hope at the North Florida Fairgrounds.

On Saturday morning, June 11, cyclists will gather at the Fairgrounds to ride 100, 68, 40, or 13 miles on specially designed courses through Tallahassee's unique canopy roads, challenging rolling hills, and beautiful countryside. The 100-mile "Century" has an early morning start at 6:30, followed by the 68-mile "Metric Century" at 7:00, 40-mile at 7:30, and 13-mile at 8:30. The Fun Ride/Walk for children of all ages will begin at 10:00 and will be limited to the confines of the Fairgrounds.

From 9:00 through lunchtime, there will be a Ride for Hope Health Fair with basic health screenings and a Family Fun Festival featuring face painting, balloons, bike decorating stations and treats. The Health Fair and the Family Fun Festival are complimentary and open to the public. Thanks to the generosity of Gordos Cuban Cuisine and Bandidos Burritos Company, a delicious lunch will be served to the public for a minimal charge. Lunch is complimentary for registered cyclists.

David Fonvielle, of the law firm Fonvielle Lewis Foote & Messer, has participated in and supported the Ride for Hope for several years and has been named the 2011 Ride for Hope Honorary Chair. "Because he is an inspirational and influential member of the cycling and local community, David has provided invaluable insight not only for the event itself, but he has also expanded the horizons of the event's fund-raising potential – and he has only just begun," said Aaron Kinnon, Director of Community Outreach for the TMH Foundation. "David, his wife Debby, and his law partners all have a commitment to the success of the Tallahassee Memorial Cancer Center – it's more than just a philanthropic interest, it's a personal commitment to the people in our community and it shows in their word and deed."

You can Ride for Hope or just go out to enjoy the festivities – mark your calendars now for June 10 and 11. For early registration or to learn more about Ride for Hope and its sponsorship opportunities, please visit [www.ride4hope.com](http://www.ride4hope.com) or call the TMH Foundation at 850.431.5389.

## GOLDEN GALA XXVIII



Tallahassee Memorial's Golden Gala continues to hold its place as the region's premier charitable and social event. Over its remarkable twenty-eight year history, Golden Gala has generated millions of dollars for Tallahassee Memorial, its patients and their families. Please see the July/August issue of this magazine for highlights and photographs from Golden Gala XXVIII that was held on April 6 to support the acquisition of an Interactive Patient Communication-Education-Entertainment System.

## Team Type 1, The Cake Shop, the Tallahassee Memorial Diabetes Center and the TMH Foundation “Team Up” with Rotary International – Rotarian Action Group for Diabetes and Sweat Therapy Fitness

### Helping Children with Diabetes

Team Type 1, The Cake Shop, the TMH Diabetes Center, the TMH Foundation, the Rotarian Action Group for Diabetes, and Sweat Therapy Fitness “teamed up” on World Diabetes Day for an all-day indoor cycling marathon to promote diabetes awareness and exercise as a way of taking control of diabetes and obesity. Twelve thousand dollars was raised for the benefit of children with diabetes both here in the Tallahassee region and in Rwanda through the International Diabetes Federation Life for a Child Program. “Team Type 1 ([www.teamtype1.org](http://www.teamtype1.org)) is a global athletics organization. Its mission is to instill hope and to inspire people with diabetes,” explained Joanna Southerland, mother of Team Type 1 founder Phil Southerland.

Phil, a graduate of Leon High School, was born at TMH in 1982 and was diagnosed with Type 1 diabetes that same year. “Phil is a remarkable young man,” said Larry Deeb, M.D., a medical director of the Tallahassee Memorial Diabetes Center. “His Team Type 1’s six professional cyclists, all with Type 1 diabetes, participated in the Tour of Rwanda stage race, delivering insulin



*Pictured from Left to Right, Dr. Larry Deeb, Dawn Smith, Joanna Southerland, Linda Richards, C. Wayne Edwards, Paula Fortunas and Judi Taber*

*“You can have your cake and eat it, too,” Team Type 1 says, “and EXERCISE if you do.”*

and diabetic supplies to the diabetes center in Rwanda.” Nancy Wright, M.D. who is also a medical director of the Tallahassee Memorial Diabetes Center, added, “There is much more here than simply raising money. This event, and others like it, underscores the crucial role that exercise plays in diabetes control.”

Tallahassee Memorial salutes and profoundly thanks the organizers and donors to the Team Up for Type 1 cycling marathon and the associated special

events – Linda Richards of The Cake Shop, April Hambrecht, Kim and Brian Bibeau of Sweat Therapy Fitness, Abby Reynolds, Alexis Gaston, Jen Bricker, Athena Gill, Rocky Hanna, Leon High School, Larry Deeb, M.D., Nancy Wright, M.D., Wayne Edwards, the Rotary Club of Tallahassee, Florida State University, Florida A & M University, MidTown Merchants, The Wright Bike

Shop, Team Type 1 Mom Squad, Just Get Fit, the Honeytree, Fermentation Lounge, Red Elephant, Chez Pierre and Don and

Kristie May. According to Dawn Smith, Director of the Tallahassee Memorial Diabetes Center, the funds raised will fund diabetes camp scholarships for up to fifteen local area children and will provide diabetes supplies, mainly test strips, for children in Rwanda. “A mutual goal is served – diabetes education to decrease complications from this disease.” Speaking for all, Dr. Deeb concluded, “I have been touched to see how our community has come together to reach out to children with diabetes here at home and around the



# TALLAHASSEE MEMORIAL HEALTHCARE

and its Foundation Salute and Honor the Donors, Sponsors and Volunteers  
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# TMH Human Resources Team Recognized with Prestigious American Business Award

Tallahassee Memorial HealthCare's Division of Human Resources won the 2010 American Business Awards "Stevie Award" for Human Resources Team of the Year. TMH was recognized for its colleague activities and for its reward and recognition programs. The award was accepted at a New York City ceremony by TMH Chief Human Resource Officer Steve Adriaanse.

"To receive national recognition such as this, along with the leading corporations of America such as Apple Computer and Ford Motor Company, is humbling. It is a huge honor to receive this award on behalf of the staff of TMH's Division of Human Resources," said Adriaanse. "I'm so proud of the HR team and its dedication to the colleagues of TMH. Developing and implementing HR initiatives at TMH is recognized, supported and enthusiastically encouraged by our CEO, Mark O'Bryant. This has yielded improved morale, enhanced productivity and contributed to the family atmosphere we enjoy at TMH."

The Stevie Awards recognize outstanding performance in workplaces worldwide. They were created to honor and generate public recognition of the achievements and positive contributions of organizations and business people, according to ABA President Michael Gallagher. "Beginning with The American Business Awards in 2002, the International Business Awards in 2003, and the Stevie Awards for Sales and Customer Service in 2006, our mission has been to raise the profile of exemplary organizations and individuals among the press, the business community and the general public," Gallagher explained. "In short order, the Stevie has become one of the world's most coveted business awards."

The American Business Awards are governed by a Board of distinguished judges and advisors – the ranks of those individuals include many of the leading figures in American business. There are dozens of categories to honor individuals, companies, teams, products, advertising and other forms of corporate media. The competition is structured so that entrants compete only against other firms of a similar size, and in a specific industry. Smaller businesses have as great an opportunity to win a coveted Stevie as do enterprise giants.

Stevie is taken from the name Stephen -- derived from the Greek word for "crowned." Each Stevie is approximately 16 inches tall, and is hand-cast and finished in 24-karat gold. The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.



*Steve Adriaanse and the TMH Human Resources Division team deliver best practice services to the 3500 colleagues of TMH. Front row, left to right: Zandra Johnston, Karen Janson, Maellen Langlois, Kiesha Farrell, Chris McCumber, Renee Legree, Felicia Polk, George Bruno, Marya McDonald, Suzanne Hudson. Back row, left to right: Phil Bondi, Laural Arnaldo, Patty Pizzuto, Melissa Davis, Leslie Turner, Steve Adriaanse.*



2011 Title Sponsor

## CARDS FOR A CURE OCTOBER 1, 2011 - PLEASE SAVE THE DATE

to Benefit Cancer Care and Treatment at Tallahassee Memorial HealthCare

The Tallahassee Memorial HealthCare Foundation and the Cards for a Cure committee are pleased to announce that the Sixth Annual Cards for a Cure event will be held on Saturday, October 1, 2011, at the Tallahassee Car Museum.

# Protocols for Philanthropy - *Memorial and Tribute Gifts*



Paula S. Fortunas  
President/CEO  
TMH Foundation

**Memorial and Tribute Gifts** provide the opportunity to associate a family name or the name of a respected friend or colleague with a project or program of enduring worth at Tallahassee Memorial. Remembering and honoring an individual in this way affirms your abiding admiration, your personal values and priorities.

**Memorial and Tribute Gifts** can establish a permanent link with the past and lay a firm foundation for the future as TMH marches toward the reality of its vision “Recognized World Class Health Care.”

**Memorial and Tribute Gifts** can be made to support medical, nursing and allied health scholarships, medical, scientific and technical equipment, capital improvements, specific patient care units or other hospital initiatives.

**Memorial and Tribute Gifts** can be made for immediate use — in the name of the honoree — or placed in an endowment — named for the honoree. In the instance of an endowment, the principal is never invaded. The endowment’s annual payout is used to fund, in perpetuity, the donor-designated TMH program or project.

**Memorial and Tribute Gifts** can take the form of cash, securities, real estate, life insurance, retirement plan assets or other chosen assets and can be made either outright or deferred under the donor’s estate plan.

**Memorial and Tribute Gifts** can be funded within the framework of either a charitable remainder trust or charitable gift annuity — gifts such as these are known as “life income gifts” because they are structured to provide an income (for life or other designated period) to the donor and/or to someone named by the donor.

**Memorial and Tribute Gifts** are an important tradition for many people and offer exceptional recognition opportunities. The TMH Foundation will be happy to work with you, your family and your professional advisors to help determine the best donation approach within your personal circumstances.

To learn more about Tallahassee Memorial and gift planning for its benefit, please contact the TMH Foundation. The contents of this article and any materials provided are general in nature and are not intended as legal or financial advice. Please consult your own qualified advisor(s) before making a final decision to proceed with any gift arrangements. Thank you very much for your consideration of Tallahassee Memorial and the patients and families it serves.

Tallahassee Memorial HealthCare Foundation  
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## **To Make a Secure On Line Donation:**

Please go to [www.tmhfoundation.org](http://www.tmhfoundation.org). Click on Make a Donation, and then click on Secure Credit Card Donation.

*TMH Your Hospital for Life™*

## **Tallahassee Fraternity Strikes Again for the Tallahassee Memorial Diabetes Center**

The members of Florida A&M University’s Beta Lambda Sigma chapter of Phi Beta Sigma Fraternity Inc., are helping once more to raise money for the Tallahassee Memorial Diabetes Center. The fraternity is hosting its Fourth Annual Bowling for Diabetes fundraiser on Wednesday June 15, 2011. The event will take place at Capital Lanes, 820 Capital Circle North East, Tallahassee, from 6:00 p.m. through 9:00 p.m.

The annual fundraiser is part of the Social Action initiatives of the Beta Lambda Sigma chapter of Phi Beta Sigma Fraternity, Inc., seeking to raise funds for and bring awareness to the community about the Tallahassee Memorial Diabetes Center and the services it provides. Each year, proceeds from Bowling for Diabetes are designated for scholarships for children to attend Diabetes Camp. Last summer, Phi Beta Sigma brothers visited the camp and enjoyed dinner with the children who received the 2010 scholarships.

Participating TMH Department teams include: Pharmacy, Surgery Center and Diabetes Center. The goal for the 2011 event is to completely fill the bowling alley with teams from Tallahassee Memorial, FAMU Phi Beta Sigma Fraternity and the local community. Please contact Judi Taber, TMH Foundation Annual Fund Officer at 850.431.5904, [judi.taber@tmh.org](mailto:judi.taber@tmh.org) to learn how you can participate.



*Tallahassee Memorial Diabetes Center Director Dawn Smith and the Diabetes Center Bowling Team.*