

# Foundation News

A Quarterly Newsletter  
of the Lee Memorial Health System Foundation  
*Funding Tomorrow's Healthcare Today*

## S.S. HOPE 2002-BROADWAY BOUND



Anne Kniskern (right) greets party-goer Helen Clemente at the start of the evening.

Wow! What a show!! This past November, Gulf Harbour Golf and Country Club brought a taste of Broadway to Southwest Florida. The glitter, dancing and sounds of Broadway all created the perfect backdrop for the fifth annual S.S. Hope event - Broadway Bound.

Throughout the evening, party-goers never lost sight of the fact they were there to raise money for the Pediatric Intensive Care Unit of The Children's Hospital of Southwest Florida. And raise money they did - over \$150,000 in net

proceeds. The continuing philanthropic support of gracious sponsors such as WCI Communities, Inc.; Pat and Alan Canfield; Designers' Rug Center; Mark Loren Designs, Inc.; Times of the Island/Friedrich and Maria Jaeger; The John Scanlon Auto Group; and the Boisvert/Heben Group of UBS Paine Webber, help us serve as a center of excellence for critically ill children. Special thanks to all sponsors and supporters who joined together to help our children!

Hosts of the S.S. Hope Pre-Event Party, Pat & Alan Canfield, help raise funds for The Children's Hospital of Southwest Florida Pediatric Intensive Care Unit.



Children's Hospital staff members take part in event festivities.



## Saks Fifth Avenue and Mercedes Benz Team Up to Support Breast Cancer Care

### Serious Shopping for a Serious Cause

The Mercedes cars were at the door, the mystery balloons were filled and the Saks Fifth Avenue staff were at their stations ready to kick off the 3rd Annual Saks Fifth Avenue Fashion Targets Breast Cancer extravaganza. Over 150 guests enjoyed the lively music of Barbara Smith and great food from Bistro 41. Carole Stockard, general manager of Saks, assisted by FOX4's Jennifer Crawford hosted the event. Two percent of sales generated during the event benefited Lee Cancer Care. The highlight of the evening was the presentation of

the 2002 Humanitarian Awards. Local residents Frank and Betty Bireley, Dr. Michael Katin (accepted by Dr. Peter Blitzer), Anne Holt, RN, MSN and Dr. Bill Harwin were honored for their leadership, commitment, dedication and compassion in caring for our community's cancer patients and their families.



From left, Frank & Betty Bireley; Dr. Peter Blitzer (accepting on behalf of Dr. Michael Katin); Anne Holt, RN, MSN; and Dr. Bill Harwin received 2002 Humanitarian awards at the event.

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## Boston Red Sox Celebrity Classic Celebrates 10th Anniversary

Don't miss this chance to be a part of history as The Children's Hospital Boston Red Sox Celebrity Classic celebrates 10 years of "miracle making" for The Children's Hospital. Since its inception, the Celebrity Classic has raised over \$2,000,000 for various capital projects at The Children's Hospital. Donations have been applied toward the construction of the children's outpatient oncology center, children's outpatient rehab center, special needs daycare center, neonatal intensive care center and children's emergency department.

This two-day event is scheduled for February 20 & 21, 2003 at the Forest Country Club. It begins the evening of February 20 with a "Tee-Party" to thank

participants and sponsors for their support. The following day, golfers can choose either a morning or afternoon shotgun start and play golf with one of many sports celebrities.

Net proceeds from the 10th Anniversary Celebrity Classic will benefit The Children's Hospital Center for Special Needs Children. This program focuses on meeting the medical, developmental, educational, behavioral and psychological needs of at-risk children and those with chronic medical/surgical conditions, developmental disabilities, learning and behavioral disorders.

### The Challenge Is On Again!

Jack and Shelley Blais have once again graciously agreed to match proceeds of the Boston Red Sox Celebrity Classic. Please help us meet their challenge. With your help we can surpass \$500,000 this year! Please call 437-1840 for sponsorship and ticket information.



*Carl and Anthony Nicolosi enthusiastically throw out the first pitch for Children's Hospital Day at City of Palms Park.*



## Pelicans Soar to Help Kids

No, it's not just your overactive imagination or the hot Florida sun that has you seeing giant pelicans perched at various locations across Lee County. They are REAL!

Meridian Broadcasting, Inc. is pleased to bring the grand public art display "Pelicans in Paradise" to Lee County. Forty larger-than-life size fiberglass pelicans adorned by artists from across Florida will be perched on pilings in select public viewing locations from December 2002 to April 2003. Proceeds from the project will benefit The Children's Hospital of Southwest Florida in developing the inpatient children's cancer unit.

Pelicans in Paradise sponsors make the project possible by supplying funds to have the pelicans

manufactured, decorated, transported, marketed, and displayed. On Saturday, April 12, 2003 all sponsored pelicans will be auctioned off at the Pelican Gala, set for The Hyatt Regency - Coconut Point. Net proceeds will be donated to The Children's Hospital of Southwest Florida. For more information about sponsorship opportunities and how you can take part, please visit [www.pelicansinparadise.com](http://www.pelicansinparadise.com) or call Lee Memorial Health System Foundation at 437-1840.



# Community Partners Helping Kids

## Doctors for Kids Reception



Community citizens, committed to assuring access to specialty care for kids, were honored at a reception on October 3. Through their generosity, over \$600,000 has been raised to keep Doctors for Kids in Southwest Florida. Keeping families together and caring for kids close to home has been the mission of Doctors for Kids since its inception in 2001 after the departure of Nemours Children's Clinic. The

young patients of The Children's Hospital will be forever grateful to those who gave so generously to support their care in a place just for kids. Members of the Fort Myers Beach Kiwanis Club long-time supporters, pictured, attended the reception.

## Holiday Tree Lighting at The Children's Hospital



Glenn and Karyle Bechdel, who donated the 25 foot Christmas tree, were on hand to enjoy the moment with the kids and families at The Children's Hospital. Santa and Mrs. Claus took time from their busy schedule to sit and chat with the children and hear their many wishes for the holiday season.

## Pediatric ER Groundbreaking



Ready, Set, Break Ground! On a warm, still morning in October, donors, physicians, volunteers, employees, administration and government officials gathered outside the emergency room at HealthPark Medical Center to participate in the long-awaited groundbreaking for the pediatric emergency department.

The ceremony highlighted the tremendous community support received from Southwest Florida residents. Over \$1.2 million was raised to transform pediatric emergency department plans into reality. Kilimanjaro for Kids, S.S. Hope 1999 and 2000, The Boston Red Sox Children's Hospital Celebrity Classic 2000 and 2001, Sanibel Cares' Island Celebration of the Arts, The Landings Champions for Children II, and The Lee County Medical Society Alliance Foundation's 18th Annual Charity Ball all made significant contributions to the project, as did the scores of volunteers and donors who contributed to these events. The pediatric emergency department will ensure children from across Southwest Florida have access to the finest possible emergency care in a "kid" friendly place designed especially to meet the needs of young patients.

## 2002 Kilimanjaro for Kids

On September 13, Ephraim Caangay, Lee Memorial Health System Marketing Services Representative; Lyn Davidson, M.D., a pediatric intensivist from Alabama who used to work in The Children's Hospital Pediatric Intensive Care Unit; Bob Meisenheimer, owner/operator of two local McDonald's restaurants (husband of LMH Board Member Linda Brown) and Karen Pnazel, a marketing representative for the Cape Coral Breeze, began their journey up Mount Kilimanjaro's 19,340-foot summit in an effort to raise \$25,000 for The Children's Hospital of Southwest Florida. Climbers faced blizzard conditions as they reached the summit as seen in this photo.



# The Donor Next Door - Bey Blanchard

To those who knew Beymon Blanchard, his legacy has been compared to George Bailey in the film, "It's a Wonderful Life" - every man's life is important because he touches other lives. The late Bey Blanchard, along with his widow, Phyllis will continue to touch lives through a challenge grant established for the adult oncology program at Lee Cancer Care. When completed by December 31, 2003, the Endowment Fund will total \$500,000 to support adult oncology education to enhance the quality of care for patients with cancer.

The Blanchards valued the work of every member of the oncology team who cared for Bey during his battle with cancer. In his lifetime, Bey understood the collective value employees add to the success of any business. As the founder of Plasticolors in 1970, a manufacturer of colorants for plastics, he understood the formula for success - business accomplishments are the sum of many parts. Plasticolors began in a garage with five employees and today has annual sales of more

than \$30 million and 140 employees. In establishing the Endowment, Bey reflected on his care and the important role staff education plays. "Rapid technological development and the explosion of new drugs and techniques

becoming available would require continual training of all staff members," he said.

Phyllis spoke of her devotion to her lifelong partner, "we worked as a team, all of our decisions were made together, including this important one in support of the hospital," she stated recently. Son Doug describes his father as a man of conviction and forward thinking, empowering people to lead and to succeed. Both parents imparted a spirit of encouragement, caring and



*The Blanchard Family*

unselfish giving. "With everything they did, my parents appreciated that everyone played a role in achieving success." Daughter Terry recalled her father as a person with "an open mind, a big heart and a great generosity of spirit."

Beymon and Phyllis Blanchard are part of an enduring legacy of how a few people can make a dramatic difference in the lives that follow. For more information on the Blanchard Education Endowment, please contact the Foundation at 437-1840.

## Twins Go to Bat Against Cancer



Whether you play in the woods or like Tiger Woods, please join us for a wonderful day of celebrity golf to help Lee Cancer Care part of the Lee Memorial Health System. The Fifth Annual Minnesota Twins Celebrity Golf Classic will be held on Thursday, February 20, 2003 at the Gateway Golf and

Country Club. Net proceeds from this golf outing will be used to help patients who receive life-saving treatment from Lee Cancer Care.

The fun begins at noon with registration, box lunch then a shotgun start. Following the tournament, festivities will continue at the awards ceremony featuring refreshments and the opportunity to bid on many auction items. You won't want to miss this opportunity to rub elbows with future baseball

legends while at the same time supporting a life-saving cause.

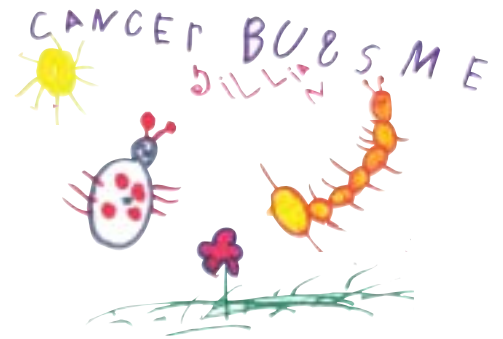
Entry fee is just \$175 per person. Various golf and sponsorship packages ranging from \$200 to \$5,000 are still available. If you are interested in participating as a sponsor or player, or need more information, please call the Lee Memorial Health System Foundation at 437-1840.

# Oldies 95 Radiothon Tops the \$100,000 Mark for Children's Cancer Program!



*Jimmy Roberts and guest radio host, 4-year old Ben Klaussen, a former cancer patient of The Children's Hospital were on the air.*

DJ's Jimmy Roberts, Oldies 95 program director along with BJ and Bill of The Morning Show and many volunteers were at the makeshift studio at the Edison Mall when the phones started ringing at 6 a.m. They were still there at 6 p.m. when the pledges totaled more than \$116,000. One of the day's unexpected highlights was a caller from Naples, who matched \$14,000 raised in one hour when 4-year old Ben Klaussen was guest radio host. The generous caller, whose own son is named Ben, gave this gift to honor his son and young Ben's continued good health.



*Mel's Diner, title sponsor of the Radiothon, contributed \$21,000, putting the grand total over \$100,000. Their check represented contributions from diners and proceeds from the sale of specially printed t-shirts, emblazoned with whimsical flowers, bugs and the words, "Cancer Bugs Me," designed by 5-year old Naples patient, Jillian Lamparyk. The t-shirt exemplifies what all children feel about battling this disease.*

## Rock Around the Clock!

Vincent Wolanin, Chairman of PrivateSky® Aviation Services, Inc., wanted to knock our socks off with an all star event to benefit The Children's Hospital. Our socks were knocked off



*Party-goers dance to music they won't soon forget.*

and "rocked" off with a Rockin' Christmas Party! With a dedicated committee working "round the clock," Rockin' Christmas came to life on December 7. When guests weren't rocking, they were bidding on silent auction items that included a Harley Davidson motorcycle, donated by Larry Gerich, and a 25-foot Christmas tree. After the bidding closed, the real action began. Avid rock fans rocked to the sounds of the legendary Mickey Thomas of Starship, vocalist Steve Walsh of Kansas and Jeff Adams of the band Survivor. Deney Terrio of the famed TV show Dance Fever wowed the crowd with his dance moves and led the evening's dance contest. The event was emceed by Randy Thomas, the voice of the Emmy's and Academy Awards. All-Star Band members played their hearts out for more than two hours, all while "Partying on and helping a child." Net proceeds from this All-Star event will benefit The Children's Hospital of Southwest Florida, part of Lee Memorial Health System. If you had fun this year, don't delay in reserving your spot for next year by calling Lee Memorial Health System Foundation at 437-1840!



*Deney Terrio teaches some willing guests a dance move.*



*Mickey Thomas and members of the All-Star Band rocked their heart out.*

## Cool Sounds of Jazz On The Green, Inc.

Smooth jazz, hot musicians and great food created an afternoon and evening full of pure enjoyment for jazz fans, all the while supporting The Children's Hospital of Southwest Florida.

The sounds of world-renowned artists including saxophonist Kirk Whalum, keyboard player Brian Culbertson, Latin Grammy Award winner Nestor Torres and guitarist Joyce Cooling filled the air at Miromar Lakes Beach and Golf Club.

We applaud Jazz on the Green, Inc., and the P.O.L.O. Club of Lee County for their many years of support.



*Jazz musician Nestor Torres entertained in the Lobby of HealthPark Medical Center then visited The Children's Hospital of Southwest Florida and spent an hour entertaining patients who were too ill to come to the lobby. The patients appreciated his willingness to perform just for them.*

*It is better to fail in a cause that will ultimately succeed than to succeed in a cause that will ultimately fail.*  
—Peter Marshall

## Clinical Corner-Focus on Lee Cardiac Care

As part of a significant expansion of HealthPark Medical Center, Lee Memorial Health System (LMHS) is proud to announce a \$45 million expansion of Lee Cardiac Care. The Lee program is recognized as one of the top 100 cardiac programs in the nation. The proposed expansion will continue to position the LMHS cardiac program among the nation's leaders in cardiac care.

Upon completion, the HealthPark expansion will provide: an 85-bed cardiovascular inpatient unit; a 43-bed critical care unit; an 18-bed outpatient cardiac diagnostic center; four cardiac catheterization labs with a state-of-the-art digital imaging system; and two electrophysiology (EP) labs. The project will include substantial renovation and upgrades of facilities and medical technology. A comprehensive cardiovascular screening and rehabilitation program will complement the new expansion. Once completed, this unit will offer the most advanced equipment, allowing us to maintain exceptional cardiac services for the Southwest Florida community.

### Cardiac Equipment Wish List

- Cineless Cardiac Cath Project ..... \$1.2 million
- Digital Image Management Project..... \$250,000
- Cardiovascular Imaging Equipment ..... \$300,000
- Cath Lab Expansion . \$3 million
- Renovation of cardiovascular waiting room (LMH) ..... \$3,000
- Physician review stations for cardiovascular imaging ..... \$150,000
- Cardiovascular pediatric ultrasound probes ..... \$36,000
- New stress lab (HPMC) . \$8,500
- Renovation/expansion of cardiovascular services (LMH) ..... \$65,000
- New cath lab equipment (CCH) ..... \$850,000
- Replacement cath lab equipment (HPMC) \$2.5 million
- Vascular lab ..... \$3 million

## Partners in Philanthropy Levels of Giving

**SUPPORTER** - donors of \$1 - \$99 will be recognized in LMHS annual Community Report as will all donors.

**AMBASSADOR** - Donors of \$100 - \$999 will receive mailed notification of health seminars, invitations to special events and the Foundation newsletter.

**PARTNER** - Donors of \$1,000 or more annually will be listed on a distinctive plaque placed in the LMHS medical center of their choice. They will be invited to the annual Leaders in Philanthropy Donor Reception to honor outstanding LMHS philanthropists.

**PATRON** - Donors of \$10,000 or more will be given lifetime recognition status, with their name inscribed on a distinctive plaque in the medical center at the level commensurate with their gift.

**BENEFACTOR** - Donors of \$100,000 and above, either outright or cumulative, receive special recognition commensurate with their generosity. Their name will be inscribed on a distinctive plaque located at each of the LMHS medical centers.

**DONORS OF \$250,000** and above will receive special recognition tailored to their level of giving and exceptional generosity.

# The Lee Memorial Health System Foundation welcomes four new Board Members

- **Hatton Rogers** is a retired businessman/chemist. He began his career with Phillips Canning Co. and later joined the Nestle Co. where he worked for 26 years in worldwide markets with emphasis on scientific applications to food products. He is very involved in the community and currently is Chairman of the Board of Goodwill. He lives on the river in North Fort Myers with his wife, Margaret.
- **Fran Fenning** is the Office Administrator for her husband's medical practice. She is a past Hospital Board Member and is involved with many local civic and charitable organizations including the Lee County Alliance of the Arts and the Lee County Medical Society Auxiliary.
- **Donald "Chip" Lesch** is a Naples resident who relocated from Indiana, where he served as Chairman/CEO of the Indiana Federal Corp. He was very involved in both professional and civic activities in Indiana.
- **James W. Orr, Jr., M.D.**, is the Director of Florida Gynecologic Oncology and Medical Director of Gynecologic Oncology and Gynecologic Oncology Research at Lee Cancer Care. He was listed in Best Doctors in America, 1996-2000 and has been honored continually throughout his career.

*We are rich only through what we give, and poor only through what we refuse.*

*- Anne Swetchine*

## Giving Through a Will

It happens to many people. They receive excellent care and service from a not-for-profit organization such as Lee Memorial Health System (LMHS) and want to show their appreciation by making a large donation — but current financial circumstances won't permit them to do so.

For many people in this situation, using their will to make a bequest to the organization may be the answer. This allows an individual to make a substantial donation once their assets are no longer needed.

There are many ways to make sure your charitable bequest to Lee Memorial Health System Foundation fulfills your intentions and meets your needs. Be sure to review your options before making a gift:

- You can will LMHS outright a sum of money, specified personal or real property or a share of your estate's residue.
- Your gift can be contingent. That is, you can provide that the money, property or share is to go to some individual if that person survives you; otherwise, it is to be distributed to LMHS.
- For greater tax savings, you can establish a charitable remainder trust that will pay a life income to the individual of your choice and the remaining principal to Lee Memorial Health System.
- Gifts without limits in regard to use allow LMHS to apply your donation to meet its most urgent needs. If you wish to designate your gift for a specific purpose, we ask that you consult us so we can be sure we'll be able to carry out your wishes.
- You can make your bequest in honor or in memory of a loved one. The Foundation will be pleased to honor your intent and ensure appropriate recognition is provided.

If you'd like more information about how to make your will the best it can be, please call Lee Memorial Health System Foundation at 437-1840 and ask for our free brochure "Estates and Wills: Exercise All Your Options." The Foundation will also be happy to let you know how your bequest can support life-saving care right here in our community.



*Attorney Joseph D. Zaks, LMHS Foundation Treasurer, presented estate planning information to 70 participants during the month of November. Future seminars will focus on advanced estate planning techniques.*

**LEE MEMORIAL  
HEALTH SYSTEM**

**FOUNDATION**

*Funding Tomorrow's Healthcare Today*

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*For more information or  
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(239) 437-1840.*

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## 2003 UPCOMING EVENTS

January 30 ..... Children's Hospital  
Donor Recognition,  
Barbara's Friends  
Medical Library  
Opening

February 20-21 10th Anniversary  
Boston Red Sox/  
Children's Hospital  
Celebrity Classic

February 20 ..... Minnesota Twins/Lee  
Cancer Care Celebrity  
Golf Tournament

February 26 ..... Naples Sail and Yacht  
Club's Mariner's Ball

March 8 ..... South Seas Resort  
Starlight Gala

March 18 ..... Diamond Dinner at the  
City of Palms Park

March 23 ..... Sanibel Cares Sponsor  
Party

April 5 ..... Sanibel Cares 3rd Annual  
Island Celebration

April 12 ..... Pelicans in Paradise  
Hyatt Regency Coconut  
Point

For more information on these and other  
events, contact Lee Memorial Health System  
Foundation at 437-1840.