

FoundationFocus

The official publication of the TGH Foundation

Winter 2010

The Mumas Honored At Foundation Annual Dinner

More than 250 people attended the Tampa General Hospital Foundation's Annual Dinner on October 7, which was sponsored by **The Bank of Tampa** and **Florida Investment Advisers**.

The annual James M. "Red" McEwen Award was presented to Les and Pam Muma, who donated \$6 million to Tampa General and the University of South Florida to support research and care of newborns. TGH received \$3 million of that donation to help fund our new Jennifer Leigh Muma Neonatal Intensive Care Unit, which is named after the couple's daughter who tragically died four days after birth. The unit will open November 30. Pam is a member of the Foundation's Board of Trustees and Executive Committee, and Les has served on the Florida Health Sciences Center Board of Directors.

"They have worked tirelessly with the TGH management team to make sure Tampa General's NICU will be the very best in the country, and with USF to be sure that the neonatologists caring for these special patients are led by one of the most distinguished physician researchers in the field of neonatology," said Robin DeLaVergne, the Foundation's executive director.

Jasmine Brito and Trey Mueller also spoke about their experiences as parents of newborns cared for in our Neonatal Intensive Care Unit. Jasmine's daughter was born at 23 weeks and is now eight months old. "She is a true blessing. I thank Tampa General every day. I thank everyone for what you did for us," she said. Trey Mueller, the father of William Andrew Mueller IV, who was transferred to TGH's NICU in March, reported that his son has met all his milestones. "Your kindness and support was overwhelming," he said.

Four Tampa General nurse techs were awarded the Foundation's nursing scholarships this year. They are: Todd Cruz of the Short Stay Unit, Suzanne Sutmaier of the Transplant Unit, and Elizabeth Kaiser and Michael



Dinner sponsors, The Bank of Tampa and Florida Investment Advisers, were represented by (left to right) Henry Gonzalez, Steve Fluharty, Bill West, Fenn Giles and Roger Martin.



Pam and Les Muma (far left and right) received the James M. "Red" McEwen Award from TGH CEO Ron Hytoff and Foundation Executive Director Robin DeLaVergne.



Sylvia Bass received the Madeleine P. Gibbons Humanitarian Award from Mrs. Gibbons' son John.

(continues on page 3)

From the Chairman



Those of you who attended the recent TGH Foundation Annual Dinner had the opportunity to hear from Jim Warren, chairman of the governing board of Tampa General, about the hospital's future plans for growth. As Jim said, having a hospital on the tip of an island has its advantages – most notably some of the best views in the Tampa Bay area. However, it does not leave a lot of space to expand our facilities.

Jim announced that Tampa General has recently purchased a 9 ½ acre site at the corner of Kennedy Boulevard and Willow Avenue, with plans to build a replacement for the Rehabilitation Hospital on the Davis Islands campus. TGH provides inpatient and outpatient physical rehabilitation and therapy for adults and children suffering from many different diseases or injuries, including stroke, brain and spinal cord injuries, orthopedic surgery, burn and trauma injuries. These services are provided in a 59-bed building that is 25 years old. Over the past 25 years, much has changed in health care, especially in rehab care. Building a new hospital will allow TGH to incorporate the latest developments in the services provided to the patients that come from all over West Central Florida.

The hospital's plans also call for the construction of a medical office building that will help increase patient access to primary and specialty care, along with a lodge that can house the families of long-term patients who travel from out of town. You will be hearing more about these exciting plans as they unfold.

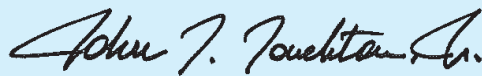
The Foundation's 12th Annual Golf Tournament, chaired by Mark Nouss and Paul Stanley, was a resounding success. More than \$150,000 was raised for our Fund for the Future, which supports

programs and services at Tampa General where there is the greatest need. With its invaluable support of the Foundation, this tournament is helping TGH achieve its vision of being the leading medical center in West Central Florida.

At the Annual Dinner, Pam and Les Muma received the James M. "Red" McEwen Award (please see article on the front cover for more details) for their support of Tampa General. With the Jennifer Leigh Muma Neonatal Intensive Care Unit opening on November 30th, the timing could not have been better. After receiving the award, Les closed with the same quote that he used at the kickoff for the NICU capital campaign, explaining his philosophy that life is divided into thirds: "The first is to learn, the second is to earn, and the last is to return." We at Tampa General are so fortunate that Pam and Les have made such a lasting impact on our hospital.

As we near Thanksgiving and the holidays, I ask that you join Pam and Les in "returning" by considering a year-end tax-deductible gift to the Tampa General Hospital Foundation. Your gift will help to ensure the excellent quality of health care provided by the exceptional physicians and clinical staff at TGH. Make it a merrier holiday for our patients and their families by giving generously from the heart.

Best wishes to all of you for a wonderful holiday season.



John Touchton
Chairman, Tampa General Hospital Foundation Board of Trustees

Upcoming Events

Sporting Clays Tournament December 3, 2010

Join us on Friday, December 3, 2010 at Tampa Bay Sporting Clays for the 3rd Annual Tournament. A top-notch shooting course, silent auction, great food and good friends await you.

The Circus is Coming! Thursday, January 6, 2011

The Tampa General Hospital Foundation, chaired by Andrea Gramling, will present the 20th Annual Night at the Circus on Thursday, January 6, 2011 at the St. Pete Times Forum. We are honored that the **Don & Erika Wallace Family Foundation** has again agreed to be our Big Top Sponsor.

SunTrust also returns as our Three Ring Sponsor and the **Lightning Foundation** will once again be our Patrons' Party Sponsor. This event is a great opportunity for families to spend priceless time together and experience the thrills of the Ringling Bros. and Barnum & Bailey® Circus – The Greatest Show on Earth®. Proceeds will benefit Tampa General Hospital's Jennifer Leigh Muma Neonatal Intensive Care Unit.

Moments In Time Gala Saturday, May 7, 2011

SAVE THE DATE! The TGH Foundation's 14th Annual *Moments In Time* Gala, "Some Enchanted Evening in The South Pacific," chaired by Dr. and Mrs. Harry

van Loveren, will be held on Saturday, May 7, 2011 at the Hyatt Regency in Downtown Tampa. **Skanska USA** will be the presenting sponsor. The Gala benefits Tampa General Hospital's Fund for the Future, helping TGH achieve its vision of being the leading medical center in West Central Florida. Contributions ensure that our dedicated physicians and patient care staff have all the necessary tools to provide excellent medical care and to advance teaching, research and service in our community. It will surely be an event to remember.

Call (813) 844-7273 for more information.

(continued from page 1)

Lawrence, both of Clinical Resources. Sylvia Bass, a TGH volunteer since 2006, was the winner of the 2010 Madeleine P. Gibbons Humanitarian Award for her unmatched commitment and dedication to the hospital. Sylvia volunteers seven days a week, and often volunteers extra hours to help a department in need. During her four years as a volunteer, Sylvia has amassed over 2,700 hours of service.

John Touchton, chair of the Foundation Board of Trustees, gave a recap of the Foundation's successes from the past year and the goals for the coming year. Florida Health Sciences Center Board of Directors Chairman Jim Warren gave a State of the Hospital report.



Nursing scholarship recipients (left to right): Michael Lawrence, Elizabeth Kaiser, Suzanne Sutmaier and Todd Cruz.



Dr. Brad Johnson, Dr. Dana Coberly, Dr. Bruce Zwiebel and Foundation Trustee Carin Zweibel. (left to right)



Florida Health Sciences Center Board Chairman Jim Warren, Samantha Warren, and Board members, Joe Taggart and Fred Dobbins. (left to right)



The Touchton Family: Tom, Lee, Foundation Board Chair John, and Susan. (left to right)



Foundation Trustee Holly Tomlin and John Tomlin. (left to right)



Foundation Trustee Dr. John Sinnott, and Nancy and Dr. David Smith. (left to right)



Debbie and Mark Nouss.



Rene and Dr. Ron Vaughn, president of the University of Tampa.



Immediate Past Chief of Staff Dr. Devanand Mangar, and Michele Mangar.

Disney Characters Visit Pediatric Patients

Pediatric patients in the Children's Medical Center at Tampa General Hospital got a special visit from Mickey and Minnie, who took a break from the *Disney On Ice Presents Mickey and Minnie's Magical Journey* show, which played in Tampa at the St. Pete Times Forum. Mickey and Minnie brought smiles to the faces of dozens of children, parents and staff members in the Lightning Childlife Playroom. The beloved characters also took time to pose for pictures and to visit children on the pediatric dialysis unit and the pediatric ICU.



Operation Santa: Please Stop at the TGH Children's Medical Center!



Imagine your favorite little boy or girl stuck in the hospital on Christmas and unable to spend the day celebrating with family and friends. The hospital isn't the most fun place to be on an ordinary day, but especially on a holiday or a birthday. It is not only difficult for the littlest patients, but also their families.

As Angel Barriere, age 6, puts it, being in the hospital is no fun and sometimes it's hard for Santa to find you and make sure your family has a Merry Christmas.

While it is our TGH physicians' and nurses' top priority to get the children well and on their way home, with 52 beds in private and semi-private rooms, last year alone more than 20 children were still too ill to make it home for the holidays. Each year, we do our best to provide a holiday party and gifts for the sickest of our little patients.

Last year, with donations designated for Operation Santa, we were able to stock the toy closet for not only Christmas, but year-round for holidays and birthdays.



Your gift can make a difference by allowing us to purchase items from the Children's Wish List and ensure Santa makes a special visit! If you would prefer, we will also accept donations of new items from the Wish List. However, we cannot accept donations of stuffed animals.

The greatest needs are for our adolescent and teenage patients. Make your gift today!

- Mail your gift in today and select Operation Santa on the enclosed donation envelope.
- Make your gift online at www.tgh.org/foundation by selecting Operation Santa as your gift designation.
- If you would like to donate new items from the Children's Wish List, please contact the Tampa General Hospital Foundation at (813) 844-7250 or gevans@tgh.org for delivery arrangements.

Join Angel and her dad by making a gift this holiday season to ensure that Santa and his sleigh make a stop at the TGH Children's Medical Center this Christmas!

Tampa Police Chief Thanks Tampa General

Kelly Murphy, an education specialist in the Trauma/Surgical Intensive Care Unit accepted an appreciation plaque on behalf of Tampa General Hospital from Tampa Police Chief Jane Castor during a recent special Cultural Diversity Program. The program focused on the cultural traditions and rituals that honor fallen police officers, as well as what happens at the hospital when an injured officer is treated. Chief Castor thanked the hospital's staff for the tremendous care they exhibited while treating two Tampa police officers, David Curtis and Jeffrey Kocab, who were brought to TGH's Emergency & Trauma Center after being shot in the line of duty in June. Kelly Curtis also thanked the staff for the care they provided to her husband. Both officers died from their injuries.

Tampa Police Chief Jane Castor presents a plaque to Kelly Murphy.



Skanska Check Presentation

Skanska USA Building Inc., the contractor for the NICU construction, presented the Foundation with a \$25,000 check from the proceeds of the 5th Annual Fishing Tournament benefiting the Jennifer Leigh Muma Neonatal Intensive Care Unit. Pictured from left are Foundation Trustee Pam Muma; Roger Stephan, Brian Yarborough and Nicole Odell from Skanska; and Foundation Board Chair John Touchton.

12th Annual TGH Foundation Golf Tournament

Golfers enjoyed a beautiful afternoon, a quick getaway from their hectic schedules and tackled the intimidating bunkers of Old Memorial Golf Club at the TGH Foundation's 12th Annual Golf Tournament on October 25. For the 5th year, The **Yerrid Foundation** was the Title Sponsor and once again **Baldwin Connelly Group** was our Presenting Partner. Mark Nouss and Paul Stanley chaired the committee, leading them to a resounding success.

Winning Teams

Gross

1st Place Team

Gary Harrod
Greg Iglehart
Graham Mavar
Steve Stagg

2nd Place Team

John Brabson
Andy Grimm
Michael Thomas
John Touchton

3rd Place Team

Ross Hays
Jon Swenson
Duffy Thaxton
Billy Ward

Net

1st Place Team

Jeff Scully
Ed Rood
Bob Walter
Alexander Walter

2nd Place Team

Stan Harrell
Dan Honeggor
Jim Kennedy
David Straz

3rd Place Team

Tom Longhta
Chris Roederer
Brian Smith
Steve Smith

Contest Winners

Graham Mavar – Longest Drive
Andy Grim – Straightest Drive

Scott Wiggins – Closest to the Hole
John Touchton – Putting

Sponsors

Gold Sponsors

Buchanan Ingersoll & Rooney, P.C.
Harrod Properties, Inc.
KPMG LLP
Skanska USA Building, Inc.
Wells Fargo Insurance Services USA, Inc.

Silver Sponsors

Caspers Company
McCumber, Daniels, Buntz, Hartig & Puig, P.A.
Pepsi Beverages Company
Radiology Associates of Tampa, P.A.
Ruffolo, Hooper & Associates, M.D., P.A.
The Bank of Tampa

Dinner Sponsor

The Elan Group, Inc.

Lunch Sponsor

Carrabba's Italian Grill

Hole in One Sponsor

Pamela & Leslie Muma Family Foundation, Inc.

Closest to the Pin Sponsor

Stericycle, Inc.



Gil Gonzalvez, retired golf pro at Palma Ceia, served as the auctioneer for the successful live auction held during dinner.



2nd place Low Net winners (left to right): Stan Harrell, Dan Honneger, FHSC Vice Chair David Straz, and Jim Kennedy.



Ross Hayes and Duffy Thaxton of The Elan Group, Dinner Sponsor.



Tournament Co-Chairs Mark Nouss and Paul Stanley.



Gary Harrod, Steve Stagg and Graham Mavar (left to right), members of the Low Gross winning team (Greg Iglehart not pictured).



Dr. Bruce Zwiebel tastes the delicacies provided by Datz Foodies Market.



TGH CEO Ron Hytoff, FHSC Board Chair Jim Warren and FHSC Board Member Joe Taggart (left to right) thank Steve Yerrid of The Yerrid Foundation for being the Title Sponsor of the golf tournament for the 4th year in a row and committing to sponsor the 2011 tournament.



TGH Foundation Board Chair John Touchton, winner of the putting contest; Mclver Berner, Foundation Board Member; and Andy Grim, winner of the Straightest Drive Contest, accept their prizes.

2010 Golf Committee

Mark Nouss, Co-Chair	David Garbarino	Ryan Lee
Paul Stanley, Co-Chair	Andy Grim	Karen Pesce
Bob Ball	Jim Henning	Brian Smith
Mclver Berner	Brad Johnson, MD	Alex Sullivan
Amina El-Yousef	Will Krusen	Craig Urquhart
	Janice Lackey	Robert Walter
Lynn Fluharty, Special Events Manager		

Using Appreciated Assets to Gift in 2010 and Beyond

*By: Kimberly D. Overman, CFP, TGH
Foundation Planned Giving Committee
and President of The Financial Well, Inc.*

You can make a gift to charity either during your lifetime or at your death. During your lifetime, a gift to charity is made by writing a check, assigning stock, transferring a life insurance policy, signing a deed to real estate, or conveying property to a charity. At your death, gifts to charity are made by will, life insurance contract, or trust. A charity receives benefits from your gift as well. A charity pays no tax on the receipt of property and, in most cases, pays no tax on any income earned by the donated property.

When you make a gift to charity, such as the TGH Foundation, you are entitled to an immediate income tax deduction for the fair market value of the gift, assuming you itemize deductions. Your allowable deduction is limited to 50 percent of your adjusted gross income (AGI), depending on the type of property donated to the TGH Foundation. Any amount not deducted in this year can be carried over and deducted in the following five succeeding years. When the prospect of increasing marginal tax rates appears on the horizon, planning to make gifts of appreciated assets can create valuable tax benefits this year and in the future.

To illustrate various strategies, let's meet Samantha, whose family benefited from the services of Tampa General Hospital several years ago and who wants to make a difference in her community. Samantha wants to donate at least \$20,000 cash to her favorite public charity, permitting a deduction of up to 50 percent of her AGI. When Samantha files her taxes in April of next year, her adjusted gross income for 2010 may be \$36,000. If she itemizes her deductions for the year, the charitable gift is made, Samantha may be entitled to deduct \$18,000 for the gift made (50 percent of \$36,000). She can then carry over and deduct the remaining \$2,000 (\$20,000 - \$18,000) in the following year.

How do you calculate the after-tax savings and out-of-pocket cost of a charitable contribution?

To calculate the income tax savings of a charitable gift, multiply the amount of the gift by your marginal tax bracket. A \$2,000 gift by a taxpayer in the highest tax bracket (35 percent)

would result in tax savings of \$700 (\$2,000 x .35). Then, to calculate your out-of-pocket cost of the gift, subtract the tax savings from the amount of your gift. The out-of-pocket cost for the \$2,000 gift above would be \$1,300 (\$2,000 - \$700).

Tax rules that impact decisions this year and next

Recently passed legislation targets high-income earners as well their estates. Increased marginal tax rates, capital gains rates, and decreases in deductions and adjustments to adjusted gross income may very well result in effective tax rate increases beginning in 2011. In our example above, an increase in tax rates would reduce the cost of giving even more. So careful consideration with your tax advisor's assistance may help you plan for now and the future.

In many ways, 2010 is a unique year that will require more planning than usual given the nature of many current tax strategies and the

**In 2010,
IRA accounts
can be converted
to Roth IRAs
without limit.**

prospect of higher effective tax rates. Traditional tax planning rules of thumb that accelerate deductions in the current year and delay income to later years may not make sense. Due to the uncertainties of tax legislation for 2011, there are a number of reasons to consider charitable gifting in 2010.

Consider a scenario where Samantha finds out she is eligible for a bonus of \$10,000. If Samantha receives the bonus this year but waits to make a cash gift to charity next year in anticipation of a higher tax rates, at Samantha's current 35% marginal tax rate, Samantha will owe \$3,500 in additional tax due to the bonus income and will only have \$6,500 left of the bonus to gift in 2011. So making the gift this year makes more sense for her.

Combining Roth IRA Conversion and Charity Giving Strategies

One other opportunity exclusively available in 2010 relates to Roth IRA conversions from traditional IRA retirement accounts. A Roth

IRA is a type of retirement account that grows non-deductible contributions tax-free and allows tax-free withdrawals during retirement, unlike traditional IRA retirement accounts. In 2010, IRA accounts can be converted to Roth IRAs without limit. However, there is income tax due on the previously deducted contributions and increased value of the contribution dollars become taxable income in the year of the conversion. While conversions completed in 2010 allow taxpayers that convert their IRA account to a Roth IRA to spread the tax liability over two years and avoid higher anticipated taxes, you may choose to use charitable gifting strategies to reduce or eliminate tax on the conversion income this year as well as in the future.

Let's see if Samantha can help us again. Samantha has a traditional IRA currently valued at \$25,000 that she has been funding over several years. She has considered converting her IRA to a Roth IRA, but is concerned about the tax bill on the conversion income, as the entire \$25,000 must be reported as taxable income when she makes the conversion. To offset the income taxes due on the conversion income, Samantha decides to incorporate her strategy of gifting appreciated stock as a way to offset the taxes associated with the Roth IRA conversion. Samantha gifts the \$25,000 stock discussed earlier, eliminates the tax on the Roth IRA conversion income, bypasses the capital gains tax that would have otherwise been due if she sold the stock and, best of all, was able to make a charitable gift to her favorite charity.

Anyone considering charitable gifting or other tax strategies, such as Roth IRA conversions or appreciated investment gifting, should consult with their tax and financial advisors concerning the use of various deductions and filing options to reduce tax liability and to make gifts. Proper execution can help reduce taxes for the individual and allow appreciated assets to help a charity meet its mission.

If you are interested in making a difference in our community by gifting to the TGH Foundation, please contact a member of the Foundation's staff at (813) 844-7560. They would be happy to talk with you on a confidential basis about how the Foundation can be part of your overall financial plan and they can thank you in person for your thoughtful support of the Foundation!

New Patient Education Resource Center in Emergency Department

A new Patient Education Resource Center opened recently in the Emergency & Trauma Center's waiting room. The resource center was made possible by a \$24,500 grant from the Verizon Foundation, which also funded the resource center located in the main lobby. The Emergency & Trauma Center's new resource center allows visitors, patients and their families to access healthcare information through printed materials, DVDs, videos and Internet access to authorized healthcare websites. "We value our relationship with the Verizon Foundation and their dedication to using technology for educational purposes," said Robin DeLaVergne, senior vice president and executive director of Tampa General's Foundation. "The availability of healthcare information for everyone is much more realized thanks to technology, so the Verizon Foundation is pleased to support Tampa General's continued efforts to use technology in the delivery of care by funding the Patient Education Resource Center," said Julie Smith, Verizon's vice president of External Affairs.

Pictured in front of the new resource center are (from left) Lou Ann Morriss, nurse manager, Emergency & Trauma Center; Julie Smith, Verizon's vice president, External Affairs; and Peter King, nurse manager, Emergency & Trauma Center.



TGH Wins 2010-11 Consumer Choice Award

Tampa General Hospital has earned the coveted 2010-2011 Consumer Choice Award for the fifth straight year. The award, issued by the National Research Corp (NRC), identifies hospitals that healthcare consumers select for having the highest quality and image.

The survey is the nation's largest and most comprehensive study of its kind. No other study used to measure hospital performance and preferences contains more consumer responses than the NRC study.

"People have become very sophisticated about making healthcare decisions," said Ron Hytoff, president and CEO of Tampa General. "And when they look at Tampa General, they see we provide services found nowhere else in the area, like treatment of burns, an adult solid organ transplant program that is nationally ranked, level 1 trauma, and a full range of rehabilitation programs. People understand that it takes highly skilled physicians and a dedicated clinical staff to provide that level of medical care."

"Health care has become an increasingly important issue across the country and empowered consumers are making decisions for themselves and their families when selecting their healthcare facilities and services," said Ginny Martin, president of NRC's Ticker Division, which oversees the survey. "As care options multiply and financial challenges remain strong, consumer perception of quality continues to grow in importance. Dedication to providing high-quality health care has become essential for all hospitals. In the face of adversity, these Consumer Choice Award winners exemplify the dedication it takes to provide quality health care to their communities, and we are pleased to honor them through the eyes of their patients."

National Research Corporation (NASDAQ: NRCI) is an industry leader, with more than two decades of experience in healthcare performance measurement and improvement.



The winning hospitals are selected by consumer perceptions on multiple quality and image ratings collected by the company's survey. The study surveyed more than 250,000 households representing 450,000 consumers in the United States. Tampa General was the only hospital in the counties of Hernando, Hillsborough, Pasco and Pinellas to win the recognition.



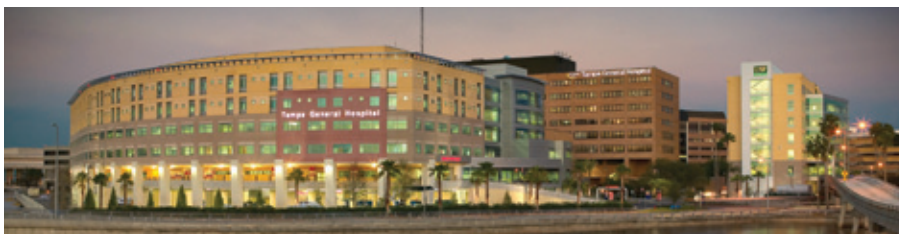
FOUNDATION

P.O. Box 1289 • Tampa, Florida 33601-1289



The Tampa General Hospital Foundation is now on Facebook! Learn more about TGH, the Foundation's events, support the Foundation as a cause and more by liking our page! The October White Coat Intern Experience is online, and you don't want to miss it. Interviews with interns and physicians, photos, an online discussion forum and more bring the White Coat Intern Experience to Facebook. Also, follow the progress of Operation Santa.

www.tgh.org/foundation.htm



FoundationFocus is the quarterly newsletter published by the Tampa General Hospital Foundation, One Tampa General Circle, Room H-149, Tampa, FL 33606. Additional copies may be obtained by calling (813) 844-7250. The Foundation's mission is to support and promote the programs and services of Tampa General Hospital. Tampa General Hospital's mission is to provide the residents of West Central Florida with excellent and compassionate health care ranging from the simplest to the most complex medical services. As a teaching facility, Tampa General partners with academic and community institutions to support both their teaching and research missions. As the region's leading safety net hospital, we reaffirm our commitment to providing high quality health services to all residents.

**2010-2011
Board of Trustees**

Officers

Trustees

- | | |
|--|--|
| John T. Touchton, Jr.
Chairman | Ron K. Bailey
Mary Jane Campbell
Blake J. Casper |
| Richard L. Kouwe
Vice Chairman | Gregory J. Celestan
Richard Dobkin |
| Mclver Berner
Secretary | C. Samuel Ellison
Anthony M. Everett |
| Douglas J. Dieck
Treasurer | Charles B. Funk
Drew A. Graham |
| Michael S. Murray
Assistant Treasurer | Andrea Gramling
Barbara Hurst |
| Stephen G. Brantley, MD
Member at Large | Ronald A. Hytoff
John Leone, MD |
| Henry Gonzalez, III
Member at Large | Devanand Mangar, MD
Cleveland A. McInnis |
| Pamela S. Muma
Member at Large | Charles N. Paidas, MD
Dan Riggs, MD |
| Holly Tomlin
Member at Large | Steve L. Short
John T. Sinnott, MD |
| | Paul Stanley
J. Eric Taylor |
| | Robert A. Walter
Julie C. Wooley |
| | Carin Zwiebel |

(813) 844-7250