

FoundationFocus

The official publication of the TGH Foundation

Winter 2011

Former Foundation Board Member and TGH Volunteer Honored at Foundation Dinner



Foundation Board Chair Rick Kouwe (far right) thanks the Annual Dinner Sponsors The Bank of Tampa and Florida Investment Advisors.

A group of 290 community leaders and employees attended the 37th Tampa General Hospital Foundation Annual Dinner at the Palma Ceia Golf & Country Club on Oct. 6. The event was sponsored by **The Bank of Tampa** and **Florida Investment Advisors**.

During the dinner, Ron K. Bailey was honored as this year's recipient of the James M. "Red" McEwen Award. Ron retired from the Foundation's board in June, after serving three consecutive terms, and has been a dedicated supporter of the hospital. Ron purchased a van to transport the hospital's rehab patients, and has supported the capital campaigns for the Bayshore Pavilion, the Neonatal ICU and the Foundation's nursing scholarships. He is president of the Bailey Family Foundation. He is also a former TGH patient.

"I'm very grateful to the Foundation for honoring me with the James M. 'Red' McEwen Award. I've seen firsthand the amazing work done at Tampa General and at the Rehabilitation Center," he said. The award, named for one of the founders of the Tampa General Foundation, is presented every year to a person whose work and dedicated service has contributed to the betterment of the hospital.

Four Tampa General employees also received the Foundation's Nursing Scholarships this year. They are: Michelle Loewenstein, a nurse technician for the Special Staffing Team;

Melissa Trail, a patient care technician in the Neonatal ICU; Victoria King, a patient care technician in the Joint Replacement Unit; and Jennifer McAdoo, a laboratory assistant in Pathology.

In addition, Mike Atherton spoke about his family's experience being treated in the Trauma Center after several family members were severely injured during a boat explosion in 2009. Mike lost both legs and an arm and remained in the hospital for months. "God changed the course of my life that day, and I'm thankful he saved my life that day," he said.

Mike also received extensive occupational and physical therapy at TGH. "I looked forward to it. It built a foundation for me to get better and active," he said. This year, Mike began exercising at a gym and completed a two-mile cancer walk.



Ron Bailey received the James M. "Red" McEwen Award from TGH CEO Ron Hytoff.

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From the Chairman



The holidays will soon arrive with their usual family, friends and colleague festivities. It is a time of celebration but also an opportunity to reflect on the many things for which we are grateful. Tampa General Hospital is a jewel in our community that we all can truly be thankful for.

TGH has made tremendous strides in educating the Tampa Bay community about its world-class quality of care. Yet it always amazes me when I run across people in the area who still visualize Tampa General as a public hospital supported solely by tax dollars. Even one of our signature programs, organ transplantation, is often not recognized as part of our services. Part of the three-year strategic plan for the Foundation is to create greater awareness of the hospital's mission and programs. We, as board members, are committed ambassadors for the hospital. We will endeavor to become more visible

in the community and to involve area residents in hospital educational activities.

On another note, our Annual Dinner this year was attended by more than 290 hospital supporters, friends and staff. We were proud to honor retiring trustee Ron Bailey with the James M. "Red" McEwen Award for exemplary service to TGH. Volunteer Mary Bosity was honored with the Madeleine P. Gibbons Humanitarian Award. In addition, Robin Delavergne, TGH Senior Vice President and Executive Director of the Foundation, will be honored in 2012 by the Girl Scouts of America as a "Woman of Distinction." Congratulations to a well-deserving recipient!

Happy Holidays to All,

Rick Kouwe

Chairman, Tampa General Hospital Foundation Board of Trustees

Upcoming Events

The Circus is Coming! Thursday, January 5, 2012

The Tampa General Hospital Foundation will present the 21st Annual Night at the Circus on Thursday, January 5, 2012, at the St. Pete Times Forum. The Circus is chaired by April Neil and Janet Stephens. We are honored that **SunTrust** will return 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 the Tampa General Hospital Children's Medical Center.

Fishing Tournament Friday, April 6, 2012

The Foundation's 4th Annual Fishing Tournament will be held at Hula Bay Marina.

Moments in Time Gala Saturday, May 5, 2012

SAVE THE DATE! The TGH Foundation's 15th Annual Moments in Time Gala, *State Fair*, chaired by McIver Berner and Catherine Christie, will be held downtown on Saturday, May 5, 2012, at the Hyatt Regency Tampa. We are pleased to announce that **Skanska USA** will return as 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.

TGH Wins 2011-12 Consumer Choice Award



Tampa General Hospital has earned the coveted 2011-2012 Consumer Choice Award for the sixth straight year. The award, issued by the National Research Corporation (NRC), identifies hospitals that healthcare consumers select for having the highest quality and image.

Tampa General was the only hospital in the counties of Hernando, Hillsborough, Pasco, and Pinellas to win the recognition.

The survey is the nation's largest and most comprehensive study of its kind. No other study used to measure hospital performance and

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TGH CEO Ron Hytoff, Florida Health Sciences Board Chair David Straz and Outgoing Foundation Board Chair John Touchton



John Gibbons presents the Madeleine P. Gibbons Humanitarian Award to TGH volunteer Mary Bosy.



Jeff Dunn, Jennifer Williams, Dr. Ron and Renee Vaughn

Tampa General volunteer Mary Bosy, who joined the Auxiliary in 2006, was also honored with the Madeleine P. Gibbons Humanitarian Award for her commitment and dedication to the hospital. The award was presented by John B. Gibbons, the son of Madeleine Gibbons, who helped establish the Auxiliary in the 1950s.

Since joining the Auxiliary in 2006, Mary has logged about 2,000 volunteer hours. She recently became part of the Compassionate Care Program that provides comfort to patients while they are dying. Mary recently walked from her

nearby home – in the rain – to help a patient during the last moments of life, John told the audience. "I'm very grateful, and also very humbled," she said as she was presented with the award.

John Touchton, 2009-2011 Foundation Board Chair, gave a recap of the previous year. He also focused on the Foundation's accomplishments during his two-year term. "One of my proudest moments was last year when we presented the hospital with \$17 million, the largest contribution ever," he said. Richard Kouwe, 2011-2012 chair of the Foundation's Board of

Trustees, reviewed the Foundation's goals for the coming year.

Florida Health Sciences Center Board of Directors Chairman David A. Straz, Jr., also gave a State of the Hospital report. "I had the privilege of being on the first board when the hospital became private in 1997," he said. "The political battles and financial hole seemed bottomless. The transformation of this hospital and the Foundation is nothing short of spectacular."



Kyle Bailey, Ron Bailey, Michelle Bailey, Bev Bailey, Tina and Piroj Piboolnruk



Debra Riggs and Dr. Dan Riggs



Mayor Bob Buckhorn, Dr. John Sinnott, Dr. Sally Houston, Dr. Cathy Lynch Buckhorn



Paul Tash, Andrea Zellman and Deana Nelson



Dottie Berger MacKinnon, Gene and Patsy McNichols, Hal and Anne Mullis



Former trauma patient Mike Atherton shares his story with the dinner guests.

Opportunities to Increase Your Charitable Gift

Provided by William A. Cassidy, Cassidy & Company, LLC, AXA Advisors, LLC, Planned Giving Committee Member

If you are among the many people who would like to make a sizeable contribution to the charitable organization of your choice, there is a way to do so at reasonable cost. Through life insurance, an individual or family can donate what may potentially become many times the value of their contribution.

A life insurance policy can transform a small giver into a substantial donor. This can be accomplished in several ways. One way is to consider the purchase of a life insurance policy and donate it outright to charity. Depending on your age, a few hundred dollars a year in premiums could potentially return tens of thousands of dollars to the charity after your death, provided the insurance policy is kept in force.

In addition to leveraging a smaller contribution into a larger one, there may be other substantial advantages to donating life insurance. For the donor, there may be possible tax benefits. If the gift is properly structured* and you itemize deductions, you generally may receive a current federal income tax deduction for the charitable gift equal to the lesser of your basis in the policy or its fair market value. An outright gift of life insurance to a charity is typically not subject to gift tax and may carry estate tax benefits as well. Further, since a gift of life insurance is self-executing, it does not require rewriting your will. The proceeds of the policy will be paid directly and immediately to the charitable beneficiary and are not subject to probate.

For the charity, there are also benefits beyond the value of the contribution. An outright gift allows the charity, depending on the type of policy, to receive any policy dividends (this applies only to participating whole life policies and, of course, dividends are not guaranteed), and gives access to the policy's loan and cash value.

Another option is to buy a life insurance policy and name the charity the beneficiary. In this case, you would not receive an income tax deduction, since you still maintain substantial interest in the policy. A donor can buy a policy, assign it to a charity and give the charity a donation to pay annual premiums. The "premium payments" could be deductible each year. However, your estate would generally be entitled to an estate tax deduction when the death benefit is paid to the charity. The charity

still benefits from the leverage effect, since the death benefit has the potential of being many times greater than the amount you paid in premiums.

Still another option is to donate an existing policy to the charity. For example, a couple reviewing their financial situation decided that the life insurance policy they carried while their children were dependent was no longer needed now that the children were grown. They decided to donate the fully-paid-up policy to charity. In this case, they were entitled to a charitable income tax deduction of the lower of the cost basis in the policy, generally the premiums they paid over the life of the policy, or the cost of a replacement policy, if purchased today.

In the case of a couple who were uninsurable, they chose to purchase life insurance for an adult child and donated that policy to the charity. The younger the age when the policy is bought, the greater the potential return in death benefits. The potential return on this policy could be as much as 50 times its cost, depending upon when the insured dies. In fact, some families choose to spread out their gifts over many years by donating some funds now, donating insurance on their own lives and donating insurance on their children's lives. In this way, they have the pleasure of knowing that their family will be contributing to the charity for many years to come.

A Gift That Can Be Counted On

For the charity, the use of life insurance as a gift can offer significant benefits. Not only is the amount of your donation potentially multiplied, but as a planned gift, it can be included in future calculations of the value of the endowment. Planned gifts are especially valued as they help assure a source of future income and encourage others to give.

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** In some states, a charity does not have an "insurable interest" in the lives of its donors, which may mean that the charity may not own the policy. Consult your legal advisor as to your state's requirements. Normal limitation rules for deductions for gifts to charities in general apply.*

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preferences contains more consumer responses than the NRC study.

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.

"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 high level of medical care."

"The Consumer Choice Award provides a benchmark for consumers to show how important healthcare is to them and to their families," said Susan Henricks, NRC's president and chief operating officer.

"Consumers are taking a more proactive role in their healthcare decisions and demanding

higher quality. In a constantly changing healthcare industry, consumer perception is becoming more and more vital to the success of all hospitals," Henricks said. "The Consumer Choice Award recognizes those facilities that are meeting or exceeding the needs of consumers – their patients."

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

13th Annual 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 13th Annual Golf Tournament on October 24, 2011. For the 6th year, **The Yerrid Foundation** was the Title Sponsor and during the Awards Dinner Steve Yerrid announced that his foundation was going to sponsor the event again in 2012. Thanks to the generosity of Walter Baldwin, **Baldwin Krystyn Sherman Partners** was our Presenting Partner. Mark Nouss and Andy Grim chaired the committee, leading them to a resounding success.



Mark Mathiason, Steve Yerrid, Jim Warren and Peter Tom Willis

The \$190,000 raised from this year's tournament will benefit the Transplant Program at Tampa General, the 10th busiest program in the country. The Honorable Dennis Alvarez, retired chief judge of the Thirteenth Judicial Circuit and a heart transplant recipient, provided a patient testimonial during the Awards Dinner. Gil Gonsalves, retired head golf professional at Palma Ceia Golf and Country Club, served as the auctioneer.



Low Gross Winners Chad Harrod, Greg Iglehart, Steve Stagg and Gary Harrod walk the course.



The Honorable Dennis Alvarez shares the story of his heart transplant at Tampa General.



Mclver Berner and Dick Beard



Low Net Winners Dr. Karl Illig, Dr. Brad Johnson, Bryan Durkin and Al Dopking



Tournament Chairman Mark Nouss, Jeff Scully, Phil Dingle and Scott Hurst



Tournament Vice Chairman Andy Grim with his prize for the longest drive

Winning Teams

GROSS

1st Place Team

Gary Harrod
Chad Harrod
Greg Iglehart
Steve Stagg

2nd Place Team

John Brabson
Andy Grim
Michael Thomas
John Touchton

3rd Place Team

Stephen Fluharty
Ross Hays
Corey Neil
Duffy Thaxton

NET

1st Place Team

Al Dopking
Bryan Durkin
Karl Illig, M.D.
Brad Johnson, M.D.

2nd Place Team

Don Webster
David Rood
Steve Short
Todd Webster

3rd Place Team

Gary Poekert
Chris Roederer
Brian Smith
Steve Smith

Contest Winners

John Touchton - CLOSEST TO THE HOLE: #7
Bryan Durkin - CLOSEST TO THE HOLE: #17

Andy Grim - LONGEST DRIVE
Mark MacMillan - STRAIGHTEST DRIVE

Gary Harrod - PUTTING CONTEST

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25th Anniversary of Heart Transplantation

When surgeons transplanted a donor heart into the chest of Glen Frank Spurlin on June 21, 1985, he became just the second person to have a heart transplant at Tampa General Hospital – and in Florida.

As he marked his 25th anniversary in 2010, the 69-year-old retiree has given thanks to TGH and his donor ever since. “I am very blessed, and very fortunate to have been given this extra time,” he said.

When he came to TGH, Glen’s time had just about run out. Diagnosed with cancer in the 1970s, he had undergone a leg amputation, and his cancer-fighting drugs had weakened his heart. His body was shutting down. Doctors told his wife, Marie, that not much else could be done. Glen was 43 years old.

But the couple learned that TGH had a program to perform the novel heart transplant procedure. Glen was accepted and transported to Tampa to wait for a donor heart. His wife recalls driving behind the ambulance in a fierce rainstorm, her own heart pounding, her thoughts a blur.

“It was terrifying,” she said, “but it was all that was left.” Glen underwent the three-and-a-half-hour operation, and is now the longest-surviving heart transplant recipient in Florida.

After a quarter century of semi-annual visits to the hospital, Glen says the staff feels like family. And that goes both ways. Sjonne Mabbott, ARNP, MS, manager of regulatory compliance for transplant programs, said those who have been fortunate enough to get to know the Spurlins have benefited.

“Mr. Spurlin and his wife, Marie, are an inspiration to not only patients but the transplant staff as well,” Sjonne said. “He believes that he will do well no matter what the obstacle – and he does. He is dedicated to keeping himself healthy for his family, and to honor the sacrifice of his donor and donor family.”

Glen’s life-saving transplant became possible when a 20-year-old Ohio man died in South Carolina, and his family agreed to donate his heart. TGH had just performed Florida’s first heart transplant two weeks earlier.

Nearly 1,000 people have undergone heart transplant surgery at TGH. The transplant program is the busiest in the state, and fourth busiest in the nation, based on the latest data compiled by the Organ Procurement and Transplantation Network. There were 53 heart transplants performed at TGH in 2010. Approximately half of the hospital’s heart recipients survive 10 years or more.

Angie Korsun, RN, MSN, MPA, administrator of transplant programs, said that the miracle of organ transplants has proven to be personally and professionally rewarding. “TGH, as an organization, has much to be proud of for the caliber of the program that exists here, and the thousands of lives that have been helped through the miracle of a transplant,” she said.

Glen is honored and grateful to be a success story. “I was dying when they took me in,” he said. “I did not have any time to spare. I really could not have asked for any better treatment, from doctors, nurses, the whole bunch.”

“And you know money can’t buy 25 years of your life.”



Tree of Life



The Tampa General Hospital Foundation’s Golden Tree of Life adorns the hospital’s main lobby, providing a warm reception to all those who pass through the doors. This popular giving vehicle is the perfect way to celebrate those you love, remember those who matter and honor important milestones – while displaying your commitment to care.

Each personally engraved leaf on the Golden Tree of Life represents a gift of \$1,000, while an engraved stone represents a gift of \$5,000.

Their beauty and lasting imagery provide a vision of hope and warmth, while their pooled funds provide support needed to ensure the growth and development of the education, services and research that make Tampa General so special.

Payments can be made by cash, check, and credit card or even by a pledge payment arrangement. Please contact Glenda Evans at 813-844-7261 if you would like more information.

David A. Straz, Jr., New Chairman of Tampa General's Governing Board

David A. Straz, Jr., became the new chairman of Tampa General's governing board, the Florida Health Sciences Center, on Oct. 1. He previously served as the vice-chairman of the board.

David is the Ambassador at Large and Honorary Consul General to the Republic of Liberia and also the Honorary Consul General to the Republic of Honduras.

This year David received a commendation from Hillsborough County and the key to the county for "true philanthropy and community leadership to Hillsborough County and throughout the world." In addition, he received the key to the City of Monrovia, Liberia, and was knighted by the Humane Order of African Redemption. He also received the Humanitarian Award of the Decade from the College of West Africa.

After earning a degree in finance from Marquette University, David moved into a leadership position in banking management. He later went on to build banking organizations in Wisconsin and Florida, which he later sold to U.S. Bank, Bank of America, and Fifth Third Bank.

He served as a past trustee and chairman of the board of Marquette University, the



David A. Straz, Jr., became the new chairman of the Florida Health Sciences Center Oct. 1.

University of Tampa, and the Lowry Park Zoo Foundation.

In 2000, Tampa's Lowry Park Zoo dedicated the David A. Straz, Jr. Manatee Hospital in his honor. The University of Tampa also dedicated the David A. Straz, Jr. Hall in 2005. And, the

David A. Straz, Jr. Center for the Performing Arts in Tampa was dedicated in 2009. Last year, the Association of Fundraising Professionals named him the Philanthropist of the Year, and he was also inducted into the Tampa Bay Business Hall of Fame.

Two new members, Devanand Mangar, MD, and John Touchton, Jr., also joined the board Oct. 1.

Dr. Mangar is the immediate past chief of staff and former vice-chief of anesthesiology at Tampa General. He previously served on the board in his capacity as the hospital's chief of staff. Dr. Mangar is the president and chief executive officer of Florida Gulf-to-Bay Anesthesiology Associates, the Tampa Outpatient Surgical Facility, and North Tampa Outpatient Surgical Facility. He is also a director of NorthStar Bank.

John Touchton, Jr., is the immediate past chairman of the Tampa General Hospital Foundation Board of Trustees. As the Foundation's chair, he served on the Florida Health Sciences Center board. John is a founding principal of Bayshore Capital Advisors, an investment advisory firm in Tampa, and is a partner at The Witt-Touchton Company, a family investment partnership.

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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) 844-3528. 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.

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