

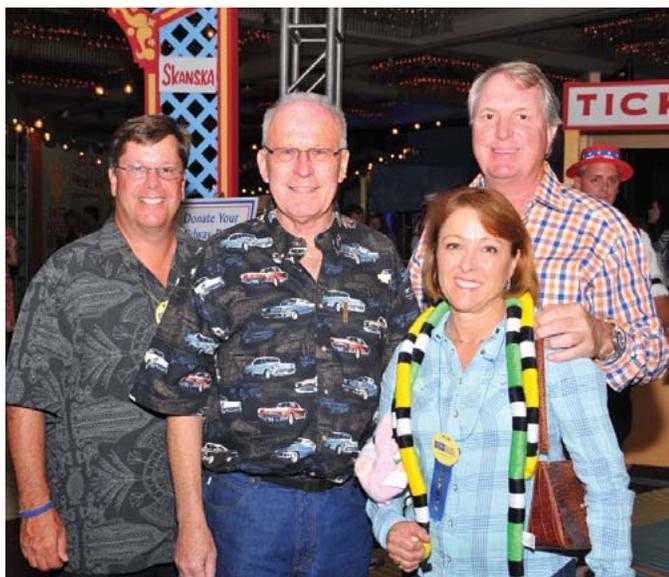
FoundationFocus

The official publication of the TGH Foundation

Summer 2012



TGH Foundation 15th Annual Moments In Time Gala



Ron Campbell, TGH Board Chairman David A. Straz Jr., Mary Jane Campbell, Mark "Bambam" Rometty

The 15th Annual *Moments In Time* Gala—*State Fair*—was held on May 5, 2012 at the Hyatt Regency Tampa. Patrons took a journey back to the 1940s, when they were handed a blue ribbon symbol to wear upon entering the exclusive Patrons' Party the hour preceding the gala. At 7:30 p.m., over 350 guests listened to the classic song "Our State Fair" as the doors to the ballroom opened to an enticing midway full of games. Taste buds were awakened with childhood favorites and delicacies straight from the fairgrounds, as they enjoyed The Cigar City Big Band, a 17-piece band.

Guests played carnival games, talked up by festive "barkers;" heard their future from a fortune teller; and even got to pet a pig named Blue Boy and guess his weight for a chance to win a gift certificate to Ocean Prime. Tampa Mayor Bob Buckhorn announced the winner of the \$10,000 Chance Drawing Raffle, after Hillsborough County Councilwoman Sandra Murman drew the winning ticket.

This year's gala, under the guidance of Chairwomen Mclver Berner and Catherine Christie-Zanghi, raised over \$240,000 in net proceeds for Tampa General Hospital's Fund for the Future. This fund helps 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.

(continues on page 3)



Toni Everett, Gala Chair Mclver Berner, Andrea Gramling and Catherine Lowry Straz



TGH Foundation Vice Chair Pam Muma, Sarah Koss and Les Muma (front row), Julie Koss, TGH CEO Ron Hytoff, Melanie & Dr. Roy Sanders (back row)

From the Chairman



By the time you read this edition of the *FoundationFocus*, summer will be upon us. With summer comes the end of the Foundation's fiscal year on June 30th. So far this year, we have raised nearly \$2.5 million from over 2,500 donors. Our thanks to all of those who made this happen.

As always, our signature events play an important role in the Foundation's ability to raise funds, and in continuing to build relationships in the TGH community. The Circus, Golf and Gala raised an excess of \$700,000. Thanks to all the volunteers, staff and donors who made these events extremely successful. A special thank you goes to the Event Chairs: **April Neil** and **Janet Stephens** for the Circus, **Mark Nouss** and **Andy Grim** for Golf and **McIver Berner** and **Catherine Christie-Zanghi** for the Gala.

In addition to our signature events, the Employee Annual Campaign raised almost \$245,000, with the second Employee Golf Tournament adding over \$65,000. TGH employees are the backbone of the hospital. Their professionalism, passion and enthusiasm help make TGH a nationally-recognized healthcare facility.

I would also like to recognize **NorthStar Bank** for sponsoring our special White Coat Presentation by physicians from

Radiology Associates of Tampa. This was a great opportunity to highlight some of the innovative and advanced imaging services provided at TGH.

The end of the fiscal year marks the departure of three trustees, **Buck McInnis**, **Steve Short** and **Henry Gonzalez**. We wish them well and thank them for their many valuable contributions to the Foundation, and know that they will continue to be great supporters.

We are also welcoming six new Trustees: **Marion Albanese**, Managing Partner for Ernst & Young; **Jack Amor**, Executive Director for TECO Energy; **Kyle Bailey**, Trustee and Vice President of Communications for The Bailey Family Foundation; **Tod Leiweke**, CEO and Alternate Governor for the Tampa Bay Lightning; **Joe Meterchick**, Regional President-Florida West for PNC Bank; and **Deana Nelson**, EVP and COO of Tampa General Hospital.

Enjoy your summer with family and friends. We look forward to seeing you at our Annual Meeting on October 4th.

Richard L. Kouwe
Chairman, Tampa General Hospital Foundation Board of Trustees

Upcoming Events

2012 Last Days of Summer Beach Bash August 10 & 11, 2012

Join us for an All American outing ... Wiffle Ball Tournament, Last Days of Summer Beach Bash & Barefoot Dance Party at the Don CeSar Beach Resort, St. Petersburg Beach, benefitting The Jeffrey Modell Foundation, Johns Hopkins All Children's Hospital, USF Division of Allergy and Immunology, LifeLink Legacy Fund and Tampa General Hospital Foundation. For more information visit www.medicalchampion.com.

Annual Dinner Thursday, October 4, 2012

The Tampa General Hospital Foundation's Annual Dinner will be held on Thursday, October 4, 2012, at Palma Ceia Golf and

Country Club. The prestigious **James M. "Red" McEwen** and **Madeleine Gibbons** Award recipients will be announced.

14th Annual Golf Tournament Monday, October 22, 2012

The TGHF Annual Golf Tournament, chaired by **Mark Nouss** and **Andy Grim**, will be held on Monday, October 22, 2012, at Old Memorial Golf Club. The goal of this event is to raise awareness about Tampa General Hospital's many programs and services. Proceeds will benefit both the Tampa General Hospital Foundation and MORE HEALTH, Inc.—Tampa General Hospital's innovative health education and injury prevention program—which provides a variety of health lessons to more than

180,000 students in Hillsborough and Pinellas County public and private schools. For player or sponsorship information call (813) 844-7273.

The Circus is Coming! Thursday, January 3, 2013

The Tampa General Hospital Foundation will present the 22nd Annual Night at the Circus, chaired by **April Neil** and **Janet Stephens**, on Thursday, January 3, 2013, at the Tampa Bay Times Forum. 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.

Call (813) 844-7273 for more information.

Another Successful Employee Campaign



The 2012 Employee Campaign was all about families helping families—our family of TGH employees helping patients and their families overcome unexpected hardship. Tampa General Hospital has five family funds established to help patients and families who just don't have enough money to get through their medical crises. These funds are: Burn Center Family Fund, Pediatric Family Aid, Saints & Sisters (cancer), Transplant Medication Assistance Fund, and Trauma Center Family Fund. The campaign to "Help a Family. Be a Hero." raised almost \$245,000. We would like to thank ALL of the heroes who supported the 2012 Employee Campaign!

2012 STATE FAIR (continued from page 1)



Debra Riggs, Dr. Dan Riggs, Robert and Ellen Clark, and Linda and Buz VerPlanck



Rick Kouwe, Chairman, TGH Foundation, and Jeannie Kouwe



Jean Mayer, Dr. Claude Guidi, Robin DeLaVergne, Executive Director, TGH Foundation, Wayne Lewis, and Dr. Robert Zamore



Gala co-chairs Catherine Christie – Zanghi and Mclver Berner



Tammy King and Dr. Tom Bernasek, Chief of TGH Medical Staff

Special Thanks to all of our 2012 Moments In Time Gala Sponsors

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Robin DeLaVergne, **Executive Director**

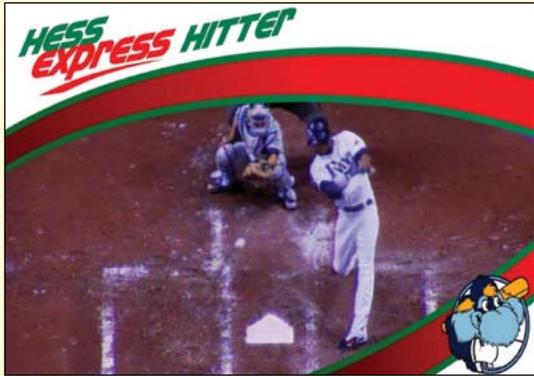
Lynn Fluharty, **Special Events Manager**

Caitlin Weber, **Development and Special Events Coordinator**

Tampa Bay Rays Support TGH



Tampa Bay Rays left fielder Matt Joyce took time out to visit the patients and families in the TGH Children's Medical Center.



"Hess Express Hitter" Benefits TGH Children's Medical Center

The "Hess Express Hitter" is a season-long community-focused program developed by the Tampa Bay Rays, Hess Express and Tampa General Hospital's Children's Medical Center. For the 2012 season, Hess Express and the Rays have designated **Tampa General Hospital's Children's Medical Center** as the charitable organization that will receive at least \$100,000 based on cumulative hitting performance derived from selected Rays players throughout the season. Each game, if the selected Rays hitter for that particular game records a hit, Hess Express will contribute money towards improvements that will assist kids and their families undergoing long-term treatment at the TGH Children's Medical Center.



6th Annual Skanska Fishing Tournament

Skanska Building USA presented the 6th Annual Fishing Tournament to benefit the Tampa General Hospital Foundation. The proceeds from this year's tournament went to the renovation and expansion of the cardiac and transplant operating rooms.



Robin DeLaVergne, Rick Hufstetler and TGH CEO Ron Hytoff are presented a check for the tournament proceeds from Denise Muth, on behalf of Skanska USA.



The winning team from Gresham Smith and Partners donated their prize money back to the TGH Foundation. Fishing on the team were Chris Smith, Oslec Fernandez, Chris Bray and Matt Harrell.

2012 Skanska Fishing Tournament Sponsors

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TGH Fourth Busiest Transplant Program in Nation

Within the span of a single year, Tampa General Hospital jumped from the tenth to the fourth highest volume transplant center among the 258 centers in the country, according to 2011 figures released by the Organ Procurement and Transplantation Network (OPTN). TGH closed out its record-setting year of 500 transplants on Dec 30th when a Pasco County man received a new lung.

The OPTN figures for 2011 also show that each of TGH's transplant programs—heart, liver, lung, kidney/pancreas, and kidney—ranked among the country's 10 busiest centers for the first time in the hospital's history.



Members of Tampa General's transplant team accepted a commendation from the Tampa City Council on June 7, in recognition of TGH's outstanding organ transplant program. Pictured from left are: Raj Baliga, MD; John Leone, MD; Harry Cohen, city council chair, pro-tem, District 4; Victor Bowers, MD; and James Huang, MD.

Ron Hytoff, President and CEO, praised the hospital's partnership with the LifeLink Foundation, which procures organs for transplants.

"Our ability to perform 500 transplants is a direct result of LifeLink's ability to acquire the organs," he said. "It also demonstrates that every part of the transplant process—from the specialty physicians, surgeons and coordinators to the intensive care nurses, and even support staff like dietary [aides]—all contribute to making the program a success."

Angie Korsun, Administrator of the TGH Transplant Program, said there is another

facet to the OPTN figures that cannot be overlooked.

"The story behind the numbers is the unselfish generosity of the families and patients who agree to donate organs," she said. "They make the decision to donate, often at a time of intense sadness, so others may live. It's one of those occasions in which someone's tragedy becomes another person's salvation."

According to the OPTN's statistics:

- The most significant volume increase for the hospital last year was liver transplants, which jumped from 91 transplants in 2010 to 126 performed last year.
- The heart transplant program maintained its 2010 ranking as the nation's fifth busiest among the 126 centers in the country, with 58 transplants last year.
- TGH's kidney transplant program cracked the Top 10 in 2011 with 240 transplants.
- The hospital performed 20 kidney/pancreas transplants in 2011, making it the sixth busiest kidney/pancreas program.
- The 56 lung transplants performed in 2011 made TGH the eighth busiest among the 63 centers performing lung transplants in the country.

The primary goal of the OPTN is to ensure the effectiveness and efficiency of the country's organ sharing and transplant system. It is administered by the United Network for Organ Sharing (UNOS), the agency that manages the country's organ transplant system for the federal government. The OPTN releases patient volume statistics each spring for the nation's transplant centers on its website.

Almost 114,000 people in the United States, and more than 4,000 in Florida, are on waiting lists for an organ transplant. To register to become an organ donor, go to www.DonateLifeFlorida.org.



FOUNDATION
WOMEN'S LEADERSHIP COUNCIL



Sandra Self and Holly Tomlin catch up before the May Women's Leadership Council presentation by Dr. Debbie Rinde-Hoffman, transplant cardiologist with Tampa General Medical Group.



Betsy Best, Margo Harrod, Mary Kay Ross and Eleanor McInnis



April Monteith and Nicole Stokes



Program Sponsor

Call 813-844-3528 for membership information.



Art As Therapy

The Healing Environment through Art (HEArt) program, established with the University of Tampa (UT) Art Therapy program, provides rehabilitation for patients with an alternative means of self-expression to promote their recovery. UT students receive training in disability awareness and also learn about TGH's rehabilitation program. The students select an art therapy project and work with patients to create their art pieces. Pictured is UT student Taylor Vaughn (left) working with Harry Milner, a Rehabilitation Center patient, to create colored-silk artwork as Seema Eichler, Ph.D., Manager of TGH Psychology Services, observes.

Family Giving

By Jeffrey M. Locker, CFP®
Raymond James

Among the many challenges wealthy families face, how to give to charity is becoming increasingly important.

The developing importance of family giving is a reflection of the changing nature of our wealth, and of an overall trend towards philanthropic giving. A generation ago, nearly 75% of wealth was acquired through inheritance, with only 25% coming from entrepreneurial ventures. Those statistics have now largely reversed, bringing about an entirely new type of charity.

Philanthropy is now a business. First-generation wealthy view giving in a new light—they are keen to bring their own expertise to philanthropy. Having earned their wealth through their own entrepreneurship, today's philanthropists are more likely to become involved in charitable activities and do more than simply write a check.

For many families, philanthropy has an educative role to play as well. Getting children involved can help avoid the dangers of "affluenza"—the problems that can come with inheriting significant wealth and focusing on charitable endeavors allow the family to transmit values, while the younger generations develop skills they can use in personal and business endeavors.

But inevitably, these changes have made giving more complicated—as witnessed by the plethora of training programs and forums run by various independent organizations. There are also numerous invitations for individuals to meet other donors, compare giving strategies and "pitches" from charities.

Philanthropy today can be complex. There are over 900,000 registered non-profit organizations in the U.S. alone, and that figure excludes houses of worship. Today's philanthropists wrestle with such questions as deciding between giving time, treasure, talent or some combination of all three. Donors should also consider the effectiveness of the organization in achieving its charitable goal. This can be a particularly tricky calculus, as the results achieved by many non-profit organizations are difficult to quantify. Of course, one still must resolve whether one's giving will be local, national or international and whether contributions are best made in a few large gifts or many smaller gifts over time.

A good starting point for a family is to hold a meeting to develop a Charitable Mission Statement. This could be done in a "retreat" setting where the family can work together to determine specific areas of focus, deepen their understanding of these areas and develop a strategy for their planned giving.

Understanding motivations is important for a family, and creating a philanthropic strategy is a good way to keep family values alive.

Understanding motivations is important for a family, and creating a philanthropic strategy is a good way to keep family values alive. For those still involved in a family business, setting up a program which allows employees to help determine where funds are donated can help bring family and employees together, and build better employee relations.

The ways of giving are as varied as the families that choose to donate. Some create a separate pool of money for each family member, while others have one pool and discuss, as a family, what to do with it. Whatever route is chosen, giving as a family really can make a big difference.

Raymond James & Associates, Inc., member of the New York Stock Exchange/SIPC

Tampa General Hospital Earns Third National Environmental Award

Tampa General Hospital's efforts to eliminate mercury and reduce waste are so successful that it has earned national recognition. Practice Greenhealth, a national organization of healthcare facilities committed to environmentally responsible operations, recently awarded TGH its 2012 Partner for Change Award.

The Partner for Change Award recognizes healthcare facilities that continuously improve and expand their mercury elimination and waste reduction programs.

It is the third national award the organization has presented to TGH since 2010 for the hospital's programs to support environmentally sound practices, recycling, and eliminating hazardous chemicals.

"We won the highest national award you can get for having robust sustainability at Tampa General," said Paul Harvey, Director of Hospitality Services, who spearheads the hospital's sustainability initiatives as head of the TGH Green Committee.

Last year, TGH recycled 2.5 million pounds of waste, equal to 25 percent of its total waste. That's considered a milestone level for environmentally-responsible organizations, said Paul. It's very hard to do when the hospital generates 10 million pounds of waste a year, he said.

"There are a lot of people hospital-wide who are committed to it," said Paul. Environmental Services and Facilities employees have also been very instrumental in helping the hospital

achieve these goals, he said.

The hospital was also recognized for initiating a program to reduce its power consumption with energy-efficient lighting, as well as other energy-saving measures. Security staff is also using electric-powered vehicles.

"This award demonstrates TGH's commitment to its community to protect public health and preserve the environment," said Laura Wenger, Executive Director, Practice Greenhealth. "TGH is truly demonstrating leadership for the future of health care."

Tampa General Hospital Training Military Medics

As Tampa General Hospital's trauma team provided emergency care to a traffic accident victim, they were assisted by a special group of service men who will eventually care for U.S. military troops wounded in combat.

They're part of an elite group training at TGH to become Special Operation Combat Medics (SOCM).

TGH is one of only three hospitals in the nation that provides the Special Operation Combat Medic Program, operated out of Ft. Bragg in North Carolina, the base for Army Airborne and Special Operations Forces. Since the program started 12 years ago, TGH has trained 2,300 medics, said Mike Lasko, the military's clinical coordinator and medical administrator of the program at TGH.

Eight classes of 24 students receive 180 hours of training each year. Before arriving at TGH, the medics complete classroom and laboratory training at Ft. Bragg.

They're trained by preceptors as they rotate through TGH's Emergency Department, the Burn ICU, Labor and Delivery, the Operating Room, the Neonatal ICU, the Surgical Trauma ICU and Trauma Surgery, and the Pediatric Unit and Pediatric ICU.

When they complete the training at TGH, they'll serve around the world as medics in the Green Berets, Navy SEALs, Army Rangers or Force Recon in the Marines. They'll often work under enemy fire to provide life-saving care to wounded soldiers. They also treat villagers and injured enemies.

"By the time we get the students, they have excellent didactic and laboratory experience," said Amy Paratore, Vice President of Emergency Services. "We're giving them the opportunity



Tampa General is one of three U.S. hospitals to train military medics. Army Specialists Travis Lariviere, left; Troy Smith, back right; Nicholas Grabrick; and Staff Sergeant Antonio Rufino assess a trauma patient in the Emergency Department as part of their training.

to apply the knowledge and experience they've learned in practice labs and apply it to real trauma patients," she said.

Trauma Nurse Kiki Jones trains the medics in the Emergency Department so they can gain active clinical skills, like inserting chest and IV tubes.

"They can take a spot of one nurse at the trauma bed," she said. "Ninety-nine percent of the time they don't need help; their training is that good. There's no hesitation with these guys; they're here to do the job."

The training to become a medic is considered the most academically challenging course in the Army, said Mike. "Without this program at TGH, we wouldn't have the quality medics that we have," he said.

"The staff is outstanding. They've been accepting of us, and there's massive knowledge here. The preceptors always have something to teach us," said one of the program's participants, Army Specialist Troy Smith. While

they use modern medical equipment in the hospital, their medical gear in the field is limited to basic supplies they carry in 90-pound backpacks, he said.

The medics also train in Labor and Delivery and Pediatrics. One of the best ways to develop good relations in countries like Afghanistan is to treat injured or sick villagers who often seek medical care from American troops, Mike explained.

Army Staff Sergeant Antonio Rufino, who was also training at TGH, served in Afghanistan and remembers a 10-year-old child shot in the chest by the Taliban who was treated at his base.

"I wanted to be able to be challenged academically, and I want to be able to interact with the locals," he said of his decision to become a medic.

"Being a medic is the best way to put America's face on whatever country we're in," he said.



TGH Names New Director of Development and Major Gifts for Foundation

Christopher Bray has joined the Tampa General Foundation as the Director of Development and Major Gifts.

He formerly served as director of Major Gifts at The University of Tennessee Medical Center and the university's Graduate School of Medicine in Knoxville, Tenn. While there, Christopher solicited a donation of \$2.7 million, the largest individual gift ever made to the medical center.

He also initiated a capital campaign to raise \$4.8 million for the renovation of the medical center's Neonatal Intensive Care Unit. Prior to joining the University of Tennessee, Christopher was the Vice President of Development for the Helen Ross McNabb Center in Knoxville. He is a graduate of the University of South Florida.



The Tampa General Hospital Foundation is now on Facebook! Learn more about TGH, the Foundation's events and support the foundation by liking our page!

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) 844-3528. 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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