



Memorial Foundation ♦ Joe DiMaggio Children's Hospital Foundation

CHRONICLE

Summer 2005



AN INVITATION TO INVEST IN YOUR HEALTHCARE

7th Annual Circle of Friends Honors *Spirit of Healing* Awardees

The Memorial Foundation and Joe DiMaggio Children's Hospital Foundation presented the *7th Annual Circle of Friends Recognition and Spirit of Healing Awards Luncheon* in May. The event, hosted by Kristi Krueger of Local 10 news, attracted more than 250 honorees and attendees.

"This special event allows us to thank our contributors for their continuing support, while also recognizing our extraordinary *Spirit of Healing* awardees," said Gary A. Birken, M.D., Chairman of the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation. "We greatly appreciate the donors who contribute to our mission."

Sponsored by Triad Housing, CCS-Florida, Steven and Susanne Hurowitz, Tammer Gozleveli, M.D. & Moshin Jaffer, M.D., the Memorial Regional Hospital Medical Staff, Memorial Healthcare System, Miccosukee Resort and Gaming, Morrison Brown Argiz & Farra, National Audit Services, and Sheridan Healthcare, the event recognized members of the Foundations' *Circle of Friends*, the *Physicians' Circle*, the *Dream Builders Society*, the *Gallery of Stars* and the five *Spirit of Healing* awardees.

"The community annually nominates individuals who are committed to the Memorial Healthcare System for the *Spirit of Healing* awards," says Frank V. Sacco, FACHE, Chief Executive Officer of the Memorial Healthcare System. "Our 2005 *Spirit of Healing* awardees were chosen for their visionary leadership and tremendous impact on our community."

The winners of the 2005 *Spirit of Healing* award are:

Josie Bacallao – As President and CEO of Hispanic Unity of Florida, Josie Bacallao has always been committed to the South Florida community, actively volunteering for a variety of important causes. She serves as a trustee for Holy Cross Hospital, a board member for WorkForce One, and is a member of the Steering Committee for the Coordinating Council of Broward.

Prior to joining Hispanic Unity, Bacallao owned her own consulting firm dedicated to providing marketing and strategic planning to the private and non-profit sectors. Bacallao's many awards include the 2004 *Woman of the Year* award from Women in Communications' Atlantic-Florida Chapter, and the 2004 *Humanitarian Award* from the Latin Club of Miami.

Shaun M. Davis – As owner of one of the top three minority CPA firms in the southeast United States, Shaun Davis is committed to not only being an outstanding business leader, but also to giving back to South Florida. In 1991, Davis started S. Davis & Associates, P.A. as a one-man accounting firm. Today, he has offices in Hollywood, Miami, and Lake Worth, and is one of the largest minority-owned businesses in Florida.

A wide range of non-profits are lucky to have Davis' support, including the Girl Scouts of Tropical Florida, Kids In Distress, Volunteer Broward, VisionBroward, and others. He has also served as Chairman of the United Way of Broward County. Recognized for his volunteerism, he was recently inducted into the Junior Achievement South Florida Business Hall of Fame and has also received the *Hollywood Outstanding Community Leader* award.

Harry R. Duncanson – A native of Hollywood, Harry R. Duncanson is the Vice President and part owner of Dynacolor Graphics, Inc. in Miami. Active in local politics, Duncanson served as Broward County Co-Chairman for George W. Bush for President in both 2000 and 2004, and for Jeb Bush for Governor in 1998 and 2002.

Highly respected and known for his inspiring leadership, Duncanson is a past president of the Hollywood Chamber of Commerce, and currently serves as a



TOP: (L to R) The 2005 *Spirit of Healing* Award Honorees: Shaun M. Davis, Michael H. Jofe, M.D., Alan J. Reich, M.D., Harry R. Duncanson, and Josie Bacallao.



RIGHT: Harry R. Duncanson (Center) is congratulated by Foundation Chairman Gary A. Birken, M.D. (L), and Memorial Healthcare System's CEO, Frank V. Sacco, FACHE (R).

member of its board of directors. He was a South Broward Hospital District commissioner for 16 years, serving as Chairman and Vice Chairman during his tenure, and was appointed by three different Florida Governors: Bob Martinez, Lawton Chiles, and Jeb Bush.

Michael H. Jofe, M.D. – Since 1989, Dr. Jofe has been affiliated with Memorial Healthcare System and currently serves as Chief of Pediatric Orthopedic Surgery for the Joe DiMaggio Children's Hospital. Caring for some of our community's sickest children, Dr. Jofe will also host the annual meeting of the Pediatric Orthopedic Society of North America in 2007 at Joe DiMaggio Children's Hospital.

Dr. Jofe is a member of the American Academy of Orthopedic Surgeons, the Pediatric Orthopedic Society of North America, the Scoliosis Research Society, the Musculoskeletal Tumor Society, the American Academy of Pediatrics, and the American College of Surgeons.

Alan J. Reich, M.D. – Dr. Reich began his private practice in orthopedics in 1976 and has been affiliated with Memorial Healthcare System hospitals ever since. From 2001 until 2004, Dr. Reich served as Chief of Staff at Memorial Regional Hospital and has also served the hospital as Vice Chief of Staff, Secretary Treasurer, Chair of the Department of Orthopedics, and Chair of Joint Surgical Chiefs.

Currently, Dr. Reich serves as Chairman of the Board of the Physicians Professional Insurance Risk Retention Group, and is a member of the Broward County Medical Association, the Florida Medical Association, and the American Medical Association.

"We are honored to recognize these fine individuals," noted Dr. Birken. "None of this would have been possible without the hard work of the *Circle of Friends* committee. I am especially grateful to Randi Schwartz who chaired the committee and led this successful annual event."

For more information about joining the *Circle of Friends* or other donor societies, please contact the Foundation at (954) 985-3454.

CHRONICLE



*Frank V. Sacco, FACHE
Chief Executive Officer
Memorial Healthcare
System*

Many of you know or recognize the names of our *Spirit of Healing* award winners in this issue of the *Chronicle*. Why? Because the winners of our annual awards embody the essence of community service and commitment to quality healthcare right here in their own backyards.

Each year, our community nominates individuals for the coveted *Spirit of Healing* awards for "excellence in profession, outstanding community service and commitment to the mission of Memorial Healthcare System." The compassion and devotion of Josie Bacallao, Shaun M. Davis, Harry R. Duncanson, Michael H. Jofe, M.D., and Alan J. Reich, M.D., shine through in their many and varied achievements. My hearty congratulations to each of them for this outstanding achievement.

Additionally, this spirit of generosity and volunteerism is witnessed every day at Memorial Healthcare System. In fact, you will read about other generous friends' support while reviewing articles on the Memorial Classic or the Diamond Angels, and many others.

All of our friends and contributors are helping to fulfill the mission of quality healthcare in South Broward every day. On behalf of the Memorial Healthcare System, thank you – we are grateful for your worthy support.

Tax-Assisted vs. Tax-Supported

Memorial Healthcare System relies on community support to deliver the highest quality healthcare services to everyone – regardless of a person's ability to pay.

Unlike tax-supported hospitals that receive major public funding, Memorial Healthcare System is tax-assisted with less than five percent of its total revenues coming from taxes. While tax revenues help support our charity care initiatives, they cover less than twenty percent of the cost of total uncompensated care. The remaining amount must be funded from community support and other sources.

That's why we depend on the support of our community and your generosity to continue our mission of providing the finest quality of care.

Memorial Classic Hits Another Home Run – Raises \$1 Million for Sick Children

The late great Harry Caray himself would have hollered a "Holy Cow!" at attending the *2005 Memorial Classic and Joe DiMaggio Legends Game*... especially after learning that the events, once again, raised more than \$1 million in support of the mission of Joe DiMaggio Children's Hospital.

Attracting more than 1,000 people, the annual *Memorial Classic* consists of a Player Reception and Auction that brings together friends of the hospital and former major league baseball players for a great cause.

The auction features sports and celebrity memorabilia, and kicks off the annual *Joe DiMaggio Legends Game*, where fans enjoyed seeing more than 50 legendary ballplayers in action. Celebrities like Matt Dillon and Nick and Aaron Carter were also on hand to partake in the festivities.

Revenue from all events will aid in funding the expansion of the Pediatric Oncology wing at Joe DiMaggio Children's Hospital. Mark your calendars now for February 10 & 11, 2006 for next year's *Memorial Classic* events!

2005 Memorial Classic: Joe DiMaggio Legends Game Players

Stan Bahnsen - NY Yankees	Dennis Martinez – Atlanta Braves
Jack Billingham – Cincinnati Reds	Rudy May – Angels
Paul Blair - Baltimore Orioles	Jim McAndrew – NY Mets
John Blanchard – NY Yankees	Minnie Minoso – White Sox
Bert Campaneris - Oakland A's	Rich Nye – Chicago Cubs
Don Cardwell – Atlanta Braves	John "Blue Moon" Odom – Oakland A's
Rico Carty – Atlanta Braves	Amos Otis – Kansas City Royals
Paul Casanova – Atlanta Braves	Andy Pafko – Chicago Cubs
Warren Cromartie – Montreal Expos	Jimmy Piersall – Boston Red Sox
Mike Cuellar – Baltimore Orioles	Frank Quilici – Minnesota Twins
Alvin Dark -San Francisco Giants	Tim Lincecum – NY Yankees
Tommy Davis – LA Dodgers	Brooks Robinson – Baltimore Orioles
Andre Dawson - Chicago Cubs	Cookie Rojas – KC Royals
Orestes Destrade – Florida Marlins	Ken Rudolph – Chicago Cubs
Al Downing – LA Dodgers	Manny Sanguillen – Pittsburgh Pirates
George Foster – Cincinnati Reds	Art Shamsky – NY Mets
Oscar Gamble – NY Yankees	Roy Sievers – Washington Senators
Wayne Garrett – St. Louis Cardinals	Rennie Stennett – Pittsburgh Pirates
Elrod Hendricks – Baltimore Orioles	Ron Swoboda – NY Mets
Jackie Hernandez – KC Royals	Jose Tartabull – Kansas City Royals
Willie Horton - Detroit Tigers	Ron Taylor – NY Mets
Al Jackson – NY Mets	Tony Taylor – Philadelphia Phillies
Jay Johnstone – LA Dodgers	Tom Tresh – NY Yankees
Clyde King – NY Yankees	Al Weis – NY Mets
Ed Kranepool – NY Mets	Steve Whitaker – NY Yankees
Bill Lee – Montreal Expos	
Phil Linz - NY Yankees	Legendary Ladies:
Elliott Maddox – NY Yankees	Pepper Davis

Rotary Club Names Triage Room

The Rotary Club of Pembroke Pines pledged \$15,000 to name the Triage Room at Memorial Hospital West's Pediatric Emergency Department.

Pictured from left are Sue Klett, Director of Emergency Services at Memorial Hospital West; Rotary Club President Ruben Levy; Dr. Stuart Cyphen; Pierre Vintejoux; Bill Allmeyer; Memorial Hospital West Administrator Zeff Ross; and Max Ragoobir.



New Board Members Welcomed

The Memorial Foundation and Joe DiMaggio Children's Hospital Foundation are pleased to announce the addition of Carl Buccellato, Jan R. Cummings, Susanne Cornfeld Hurowitz, and Dr. Atif Mahmoud Hussein to the Board of Directors. The four Broward County residents will serve three-year terms and work directly with Foundation staff to help lead the fundraising organization.



Carl Buccellato, a Hollywood resident, is a retired executive and successful entrepreneur with 30 years of marketing and senior management experience. He founded three companies (taking one of them public) and developed the largest member association in the real estate industry. Buccellato was also CEO of a multi-national company, two offshore captive insurance companies, and a publicly traded marketing firm in the United Kingdom. He currently serves on numerous boards, was named to the Presidential Advisory Panel on Real Estate by Presidents Clinton and Bush, and has been recognized for outstanding volunteerism with the Dorothy Shula Award from United Way of Miami-Dade County.



Jan R. Cummings, of Fort Lauderdale, has been actively involved in service to the community for the past 26 years, primarily through public education. She was an elected member of the Broward County School Board for eight years and has provided consulting services for school districts nationwide. The author of two books, Cummings has also been a trustee of the Broward Community College

Foundation and currently serves on the boards of the Community Foundation of Broward County and Tower Club. The University of Florida graduate has been honored many times for community service, the most recent being the American Diabetes Association's 2005 "Valor Award."



Hollywood's **Susanne Cornfeld Hurowitz** has spent the last five years assisting not-for-profit organizations devise and implement fundraising, development, and strategic planning initiatives. Previously, she directed the development and public affairs efforts of Homes for the Homeless in New York City, one of several initiatives she undertook on behalf of Manhattan's homeless population. A graduate of Tufts University and Columbia Business School, Cornfeld Hurowitz currently serves on the boards of several South Florida and New York-based non-profits.



Atif Mahmoud Hussein, M.D. is Medical Director at the Memorial Cancer Institute and the Memorial Healthcare System's Director of Clinical Oncology Research, positions he has held for the past four years. The Weston resident has dedicated his professional career to cancer research, hematology, and oncology, winning awards and research grants for his efforts. Dr. Hussein also chairs Memorial Hospital's Cancer Committee and is a board member of the South Florida chapter of Gilda's Club.

"We are thrilled that these outstanding community leaders have dedicated their time and talents to assist and guide the Foundations on behalf of

Gary A. Birken, MD
Chairman
Memorial Foundation
Joe DiMaggio Children's
Hospital Foundation



This issue highlights some of the powerful ways in which philanthropy supports the Memorial Healthcare System through the Memorial Foundation and the Joe DiMaggio Children's Hospital Foundation.

From the *Spirit of Healing* award recipients to annual support of the Conine Clubhouse to the expanded Pediatric Emergency Department, the remarkable spark of philanthropy plays a significant role in what we accomplish each and every day.

Not only did the Memorial Classic, Conine All-Star Golf Classic and Love Jen Family Festival continue to raise much-needed funds, but our Diamond Angels also orchestrated a spectacular inaugural gala.

As the Chairman of the Foundations Board, I am thankful for our strong family of supporters and remind you that every gift – large or small – symbolizes a commitment to the health and well-being of our community's families.

the patients we serve in the Memorial Healthcare System," said Lynn M. Croneberger, CFRE, Executive Director of the Foundations. "Their diverse backgrounds and commitment to the Foundations will certainly serve our Board well."

Hollybrook Golf & Tennis Club's Tournament Benefits Memorial Hospital West

On Saturday, March 5, 2005, golfers teed off and participated in the *12th Annual Hollybrook Golf & Tennis Club's Tournament* to benefit Memorial Hospital West.

As in the past, the members of the Hollybrook Golf & Tennis Club held a successful tournament with proceeds totaling \$50,350. The success of the tournament is attributed to the commitment and tireless efforts of tournament co-chairmen Ron Pacella and Michael Levine, and all the dedicated, supportive, and enthusiastic Hollybrook volunteers who gave of their time and talents for their community hospital. Each individual who participated in the tournament enjoyed golfing for a good cause. Following the tournament, a delicious luncheon and awards ceremony was held.

Proceeds from this year's tournament will provide underwriting for state-of-the-art anesthesia monitoring equipment for the hospital, thus enabling Memorial Hospital West to continue meeting the needs of the community by offering high-quality, compassionate care.

At a special Volunteer Appreciation Reception held on May 4th, Mr. Zeff Ross, Administrator, Memorial Hospital West, was presented with a check for \$49,850 from the Hollybrook Golf & Tennis Club. Additionally, a check for \$500 was received after the tournament, bringing the total to a whopping \$50,350. Following the check presentation, Memorial Hospital West invited the hard-working volunteers to enjoy a scrumptious buffet.

Memorial Hospital West is deeply grateful for the continuing, generous support of our friends at Hollybrook and we look forward to working with them again for the *13th Annual Hollybrook Golf & Tennis Club's Tournament* in 2006.



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Diamond Angels Announce 2nd Annual *Fairy Tale Ball* to Benefit Sick Children

The Diamond Angels, a new, prestigious society serving as advocates for Joe DiMaggio Children's Hospital and its pediatric programs in the community, is pleased to announce plans for its 2nd Annual *Fairy Tale Ball* to be held on November 5, 2005 at the Marriott Harbor Beach Resort in Fort Lauderdale. This year's theme will be the timeless classic, *Cinderella*.

The *Fairy Tale Ball* is the annual signature event for the Diamond Angels, and is held every fall. The inaugural *Fairy Tale Ball* last November celebrated with a whimsical Willy Wonka theme, and raised more than \$230,000 to support pediatric oncology at JDCH.

"We are thrilled to build on the success of our first *Fairy Tale Ball*," expressed Babette Kosar, Chair of the Diamond Angels. "It is always difficult to establish a new major event, especially in South Florida where there are so many worthy groups and causes. I am truly overwhelmed by the enthusiastic support from our committee members, Diamond Angels' members, and sponsors."

"Not only was this spectacular event filled with wonderful entertainment and great company, it also helped to raise significant dollars to support the new Pediatric Oncology Wing in JDCH," added Lynn M. Croneberger, CFRE, Executive Director of the Memorial Foundation and Joe DiMaggio Children's Hospital Foundation. "Members of the Diamond Angels are truly dedicated to our community's children and their access to quality healthcare. These hardworking women embody the definition of the word 'angel'."

Chair Babette Kosar and her committee work hard to share important messages about the healthcare needs of our children with the community and attendees of the annual event. One of the most touching moments of last year's *Ball* came from the two ambassadors of the evening, Trey and Cole Maxwell. Trey Maxwell was first diagnosed with 4th stage T-Cell Lymphoma, beginning his fight against cancer at the age of 6. Trey's younger brother, Cole, donated life-saving bone marrow for a transplant to Trey. Today, Trey is a happy fifth-grade student, enjoying a normal childhood with his loving family.

Membership in the Diamond Angels is still available and activities take place throughout the year. For more information, please contact Holly Drummond at (954) 985-3454 or hdrummond@mhs.net.

Diamond Angels Board of Directors

Chair: Babette Kosar	Ronnie Greissman
Directors:	Jeannie Hudson
Mindy Baer	Kim Lieberman
Holly Bodenweber	Wendy S. Masi, Ph.D.
Cindy Conine	Roz Perlmutter
Maxine Davis	Mary A. Riedel
Jackie Feldman	Randi Schwartz
Kelly Young Finkel	Mary Stelnicki
Hillary Frankel	Sharon Truske
Marietta Glazer	Lori A. Westerman



From left, Jeff and Cindy Conine, event sponsor Jorge de Cespedes of Pharmed, Bernie and Babette Kosar.



Chairman of the JDCH and Memorial Foundations, Gary Birken, M.D. (L), Frank V. Sacco, FACHE, CEO, Memorial Healthcare System, and Lynn M. Croneberger, CFRE, Executive Director, JDCH and Memorial Foundations (R), thank Diamond Angels Chair Babette Kosar.



Ambassadors of the evening, Trey and Cole Maxwell, with their mom, Nicole Meyer.



(L to R) Tom Beauchesne, Nina Tucker Beauchesne, FACHE, Administrator, Joe DiMaggio Children's Hospital; Barbara Gianos; Gary Birken, M.D., Chairman of the Joe DiMaggio Children's Hospital and Memorial Foundations.



Jeff and Cindy Conine (C) with Gary Birken, M.D., Chairman of the Joe DiMaggio Children's Hospital and Memorial Foundations and two of Willy Wonka's Oompa-Loompas.

11th Annual Conine All-Star Golf Classic Nets \$250,000

A picture-perfect January day in South Florida opened the *11th Annual Conine All-Star Golf Classic*, an all-star golf tournament hosted by Florida Marlin Jeff Conine and his wife Cindy.

Retired and active athletes volunteered their time to play in the tournament, which annually raises funds in support of the Conine Clubhouse at Joe DiMaggio Children's Hospital. This year's event netted more than \$250,000.

"My wife and I were thrilled with the support from our sponsors, the dedicated committee led by Greg Marsh, the volunteers, and the players," said Jeff Conine. "The remarkable success of this event, year in and year out, truly could not materialize without all of their support."

Many corporations, individuals, and foundations sponsored the event, held at the Club at Emerald Hills. Each year, numerous community-minded groups return to the *Conine All-Star Golf Classic* with their support, and this year, Chairman Greg Marsh was especially thankful for the Title Sponsor, the Miccosukee Tribe of Indians.

"The Miccosukee Tribe's generosity really added to a special day," noted Marsh. "Additionally, I am awestruck by Jeff and Cindy Conine's dedication to this important event, from their active roles on the committee to their eager volunteering throughout the day. They truly care about making a difference for the families who use the Conine Clubhouse."

The Conine Clubhouse is a temporary home and place of comfort where families may stay free of charge during their child's treatment at Joe DiMaggio Children's Hospital. Since opening in 1997, more than 3,000 families have stayed at the clubhouse.

Plans are already underway for another *Conine All-Star Golf Classic* on February 13, 2006. For more information, please call the Foundation at (954) 985-3454.



Conine Committee Chairman Greg Marsh (Center) with Memorial Healthcare System CEO, Frank V. Sacco, FACHE (L), and Jeff Conine.



Marlins' pitcher Dontrell Willis shows great form in yet another sport.



Former Dodger Tommy Davis is a fan favorite.



Presenting Sponsor Ann Feinberg from The Club at Emerald Hills (second from L) is joined by Rob Konrad, Etta May McDade (L) and Jackie Beck (R).

Annual Excalibur Golf Classic Tops \$225,000 To Set New Record

This year's *Excalibur Classic* raised more than \$225,000 — the largest gross proceeds for the event in its seven-year history! The three-day celebrity golf tournament was founded in 1998 by Ray Imperial, and benefits the Joe DiMaggio Children's Hospital and Duke Children's Hospital and Health Center.

"Every child deserves excellent medical care... even if the family cannot afford the costs. The *Excalibur Classic* was started to help our children receive excellent medical care," says Ray Imperial, *Excalibur Classic* Chairman. "I am delighted that we can continue to raise dollars each year through the event to help Joe DiMaggio Children's Hospital and the Duke Children's Hospital and Health Center."

The *Excalibur Classic* offers more than just great golf by also offering entertaining celebrity shows and



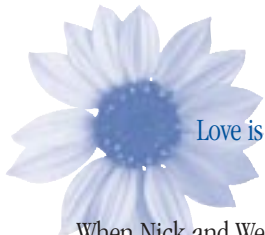
Master of Ceremonies Steve Tolman talks to cancer survivor, Dustin Gill. Pictured also are Dustin's parents, Matt and Sberyl.

an awards banquet. Held at the Ritz-Carlton Palm Beach and Emerald Dunes Golf Club, this year's *Classic* featured entertainment from Wil Shriner, an actor/director/comedian/writer/producer, and Woody Woodbury, lifelong entertainer and comedian.

"The generous dollars raised from *Excalibur Classic* really help us to achieve our goals and support our mission to treat every child like our own at Joe DiMaggio Children's Hospital," noted Nina Tucker Beauchesne, FACHE, Administrator of Joe DiMaggio Children's Hospital.

Next year's *Excalibur Classic*, to be held April 9-11, 2006, will feature one day of golf at Trump International and the get-acquainted party at Mar-A-Lago in Palm Beach. For more information, please contact Ray Imperial at (561) 391-9950.

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The Love Jen Family Festival

Love is the flower...you got to let it grow.
— John Lennon

When Nick and Wendy Masi's daughter, Jennifer, was 5 years old, she was diagnosed with neuroblastoma, an aggressive form of cancer that attacks the nervous system. Through many years of treatment, Jennifer found ways to make the daily reality of living with cancer easier for her and for others with this disease.

Unfortunately, Jennifer died of cancer at age 14. But the Masi family was determined to let Jennifer's spirit live on and did so by starting the *Love Jen Family Festival* and Love Jen Fund. The annual *Festival*, which raised \$170,000 in its 14th year, takes place the first week in February to honor Jennifer's birthday. Held on the grounds of Nova Southeastern University, the *Festival* last year attracted more than 5,000 people.

Plans are already underway for this season's *Festival*, scheduled for February 4, 2006. The festival brings

families together from all over the community for a day of games, hands-on discovery activities, education, and entertainment.

"Financing a child's cancer treatment is a heavy burden for most families," says Dr. Wendy Masi. "The *Love Jen Family Festival*, and the Love Jen Fund it supports, helps families by providing them with resources to purchase medical supplies or pharmaceuticals, travel and board, or living expenses. Additionally, the Fund also provides some fun to the children and families through events, activities, and entertainment."

For more information about the *Love Jen Family Festival*, please contact the Foundation at (954) 985-3454.

Foundations Announce New Director of Major Gifts and Planned Giving

The Memorial Foundation and Joe DiMaggio Children's Hospital Foundation announce that Felicia G. Bell has been named Director of



Major Gifts and Planned Giving for the fundraising organizations. She will work with friends of the Memorial Healthcare System who wish to make charitable gifts to insure the continuation of affordable health care programs for the community.

Ms. Bell has more than twenty years' experience in the areas of law, marketing, and community relations. She is a member of the Florida Bar and was a practicing attorney in Miami before dedicating her talents to the non-profit sector. Most recently, as Vice President for the United Way of Broward County (UWBC), Bell focused on strategic planning, marketing, and overseeing UWBC's individual giving and planned giving divisions.

"Felicia brings many assets to the Foundations' planned giving campaigns and will be a tremendous asset to our fundraising efforts," said Lynn M. Croneberger, CFRE, Executive Director of the Memorial and Joe DiMaggio Children's Hospital Foundations. "Her legal, tax, and estate-planning expertise are critical to donors making decisions about multi-year gifts that further a cause today or planned gifts that ensure a future legacy."

In addition to her role at the Memorial and Joe DiMaggio Children's Hospital Foundations, Felicia serves on the Board of Directors of the Planned Giving Council of Broward County and is active in that organization's Leave A Legacy® program.

Felicia resides in Deerfield Beach with her husband, Ed Bell.

Pediatric Emergency Department Expands

As families enter the newly expanded Pediatric Emergency Department at Joe DiMaggio Children's Hospital, they are greeted by a bright and cheerful village décor with themes of ice cream parlors, cinema, and sports.

No longer a place for children to fear when facing medical emergencies, the new Emergency Department features television sets in each of its 23 patient rooms, an indoor play area, and outdoor playground.

Despite its child-like furnishings, parents and caregivers find a comprehensive team of board-certified, emergency medicine physicians, pediatric nurses, and high-tech medical equipment. The new Emergency Department is a place where the most serious emergencies can be managed.

"This Pediatric Emergency Department will truly encompass the best in emergency medicine," said Nina Tucker Beauchesne, FACHE, Administrator, Joe DiMaggio Children's Hospital. "With this expansion we have more than doubled the size of the emergency department, helping us to better serve the growing community of South Florida and beyond."

The department was partially funded through private donations from devoted corporations and individuals. Naming opportunities for the themed exam rooms are still available beginning at \$25,000. For more information on how you or your company can name a room, please contact the Foundation at (954) 985-3454.

The following generous corporations and individuals have named themed exam rooms by making donations to the Joe DiMaggio Children's Hospital Foundation:

Florida Marlins	Baseball
Armando Leighton	Airplanes
Calder Race Course	Horse Racing
Florida Panthers	Hockey
Hollywood Rotary Club	Toy Store
Jaxson's Ice Cream	Ice Cream Shop
DHL	Art
KISS Country	Music Store
Caple Family	Beach
American Ambulance	Interactive Sculpture
Brian & Randi Schwartz	ER Playroom

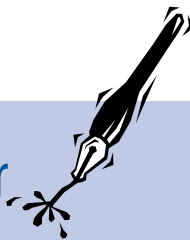
Your Name Here!

The following themed rooms are still available:

Police Station	Marina
Super Market	Basketball
Pet Shop	Kids' News
Aquarium	Fire Station
Surf Shop	Zoo
Football	



Mark Your Calendar



For more information about all of these special events, please call the Foundation at (954) 985-3454 (unless otherwise indicated).

October 11, 2005 – Rodenberg Lecture. Each year, this dynamic free-to-the-public lecture series invites a special guest speaker to talk about issues concerning women's health. This year's speaker at the Design Center of the Americas (DCOTA) in Fort Lauderdale is environmental and health activist Erin Brockovich. Self-parking is \$4; valet parking is \$7.

November 5, 2005 – Diamond Angels' 2nd Annual Fairy Tale Ball. The Diamond Angels are a new volunteer organization supporting the work of Joe DiMaggio Children's Hospital. Last year marked the inaugural Ball, which features a whimsical fairy tale or popular children's book theme. This year's event theme will be the timeless classic *Cinderella*, and will take place at the Marriott Harbor Beach Resort in Fort Lauderdale. Tickets are \$250.

December 4, 2005 – Toys in the Sun Run. Join this exciting, annual motorcycle parade, which ends at Markham Park in Sunrise. Hosted by JDCH supporters, the Wings of Gold motorcycle club, riders enjoy a ride in the sun and collect new toys for kids in need. Event costs are \$10 and one new unwrapped toy.

January 29, 2006 – Walk for Special Needs. The 3rd annual walk-and-wheel-a-thon will raise funds to support the Special Needs Department at Memorial Healthcare System. For further information, please call (954) 828-9137.

February 4, 2006 – Love Jen Family Festival. The Love Jen Family Festival is held annually on the grounds of Nova Southeastern University in Davie. A full day of family fun is enjoyed with rides, games, face painting, clowns, and much more. Proceeds from this event benefit the Love Jen Fund at Joe DiMaggio Children's Hospital Foundation.

February 10, 2006 – Memorial Classic. The Signature Grand will again host the Player Reception and Auction, which brings together friends of the hospital and former major league baseball players for a great cause. In addition to a variety of foods and beverages, the evening features an auction of sports and celebrity memorabilia. Tickets and sponsorship information are available.

February 11, 2006 – Joe DiMaggio Legends Baseball Game. Played at the Fort Lauderdale Stadium, the roster of this popular, annual event features former major league players as well as legends from the sports and entertainment worlds. Reserved seats are \$5, and sponsorships are available.

February 13, 2006 – Conine All-Star Golf Classic. This all-star golf tournament is hosted each year by Florida Marlin Jeff Conine and his wife Cindy at The Club at Emerald Hills. Retired and active athletes volunteer their time to play in the tournament to raise funds in support of the Conine Clubhouse, a home-away-from-home for children and their families at Joe DiMaggio Children's Hospital.

April 9-11, 2006 – Excalibur Classic. This three-day spectacular event includes a two-day celebrity golf tournament, auction, comedy night, and black tie gala. The 2006 event will be held at Trump International and Mar-A-Lago in Palm Beach. For more information regarding tickets or sponsorships, please call (561) 391-9950.

Planned Gifts

GIFTS THAT GIVE BACK

Imagine making a substantial contribution to a cause you care about while enjoying income and tax benefits that can help enhance your own future financial interests as well.

We know that low interest rates and roller coaster markets are causing people to think twice about their financial decisions. Many donors to worthwhile charitable organizations are looking for techniques that can help them make the charitable gifts they wish to make without giving up the income they need.

The Charitable Gift Annuity Program at Memorial Foundation and Joe DiMaggio Children's Hospital Foundation is one vehicle worth consideration.

Charitable gift annuities are a combination of several widely used tax planning techniques: annuities, installment sales, and charitable contributions. Under a charitable gift annuity arrangement, a donor transfers to the Foundation cash or appreciated property. In exchange, the Foundation promises to pay to the donor a fixed payment over the donor's life (or the lives of the donor and another annuitant). The annuity payments can begin immediately or they can be deferred until a future date.

A part of the contribution for this type of a gift annuity is considered a charitable gift and donors can receive an income tax charitable deduction to apply on an itemized return. In addition, donors are able to claim part of the annuity payment as tax-free income.

Obtaining a charitable gift annuity from Memorial Foundation or Joe DiMaggio Children's Hospital Foundation is much easier than people think. The Foundations can provide donors with a tailor-made illustration demonstrating how the process works, taking into consideration a donor's age and the contribution amount. Illustrations can be used to share with your family and financial advisors.

Most importantly, donors will receive great satisfaction for making a charitable gift in this manner. Every time the annuity payment is distributed, donors will be reminded how the gift annuity will eventually benefit the Foundation.

For your personalized gift illustration or for further information about our Charitable Gift Annuities program, please contact the Foundation's Planned Giving department at (954) 985-3454.

Gift Annuity Rates – Single Life

For illustrative purposes only. Rates are subject to change. Rates for two persons available upon request.	Age	Rate	Age	Rate	Age	Rate
		65	6.0	74	6.9	83
	66	6.1	75	7.1	84	9.2
	67	6.2	76	7.2	85	9.5
	68	6.3	77	7.4	86	9.9
	69	6.4	78	7.6	87	10.2
	70	6.5	79	7.8	88	10.6
	71	6.6	80	8.0	89	11.0
	72	6.7	81	8.3	90+	11.3
Rates as of July 1, 2005	73	6.8	82	8.5		

CHRONICLE

Rodenberg Series Features Erin Brockovich

Each autumn, the Memorial Foundation is pleased to present the *Rodenberg Lecture Series*, a forum designed to spotlight issues that concern women's health. This year's lecture on October 11, 2006, at the Design Center of the Americas (DCOTA) in Fort Lauderdale, will feature environmental and health activist, Erin Brockovich.

This presentation is offered free of charge, and is open to the public thanks to the generous support from the Dr. Thomas and Joan Rodenberg Endowment at the Memorial Foundation. Attendees interested in



meeting Ms. Brockovich at an intimate post-show reception may purchase VIP tickets at \$100 each, with all proceeds going to the Rodenberg Endowment. Self-parking for the lecture is a nominal \$4, with valet parking available at \$7.

Previous speakers have included Dr. Ruth Westheimer, Diahann Carroll, Rue McClanahan, Linda Richman, Dr. Bernie Segal, and Julia Sweeney. For information regarding the VIP reception or corporate sponsorship, please call the Foundation at (954) 985-3454.

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For more information, please contact the Foundations at:

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 Joe DiMaggio Children's Hospital Foundation
 3435 Johnson Street
 Hollywood, FL 33021 (954) 985-3454
www.mhsfoundation.org • www.jdchf.org

Walk for Special Needs Benefits Patients

Numerous supporters turned out for the *2nd Annual Walk for Special Needs* on January 30, 2005, which raised more than \$37,000. Proceeds from the walk benefit the Special Needs Fund at Joe DiMaggio Children's Hospital Foundation. The fund provides financial assistance for special equipment and services to qualified patients of the Memorial Healthcare System.

The *3rd Annual Walk for Special Needs* will be held on Sunday, January 29, 2006. For more information, please call the Foundation at (954) 985-3454.



In the Next Issue of the Chronicle...

- Memorial Healthcare System's Annual Wish List
- Conine's Clubhouse Grille's Grand Opening
- Leave A Legacy
- Lotsy Dotsy About Town!

Memorial Foundation Joe DiMaggio Children's Hospital Foundation

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