

Fall 2007

*Inside:*

- *Former Mess Sergeant 'Cooks Up' Donations*
- *\$1 Million Gift for 'A Very Compelling Need'*
- *Zonta Clubs Give Pillows from the Heart*

Munson Healthcare Regional Foundation  
Funding for the Future

# FOCUS



*Radiologists Give \$250,000 to Munson Healthcare's Smith Family Breast Health Center; \$900,000 Still Needed to Meet \$3.8 Million Goal*

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### Cover photo, left to right:

#### Front row

Todd Kennell, MD  
Daniel Dall'Olmo, MD  
Todd Space, MD  
Jesse Johnson, MD  
Deborah Crowe, MD  
Steven Klegman, DO  
Charles Weitz, MD  
Linnea Priest, MD

#### Back row

Todd Wilson, MD  
Edward Stilwill, MD  
Ryan Holmes, MD  
Richard Cover, MD  
Steve Hodges, MD

#### Not Pictured:

C. David Phelps, MD  
C. Paul Williams, MD  
Michelle Lung, MD  
Frederick Brodeur, MD  
L. Nicholas Richmond, MD  
David Steffey, MD

# Radiologists Set the Bar High with \$250,000 Gift to Smith Family Breast Health Center



Scheduled to open Valentine's Day 2008, the new center will provide timely and private care.

When Grand Traverse Radiologists decided to support a new breast health center, they did it in a way that was so significant, it rivaled most gifts ever given by a medical group in northern Michigan to Munson Healthcare.

The 19-member physician group voted unanimously to donate a total of \$250,000. Though Grand Traverse Radiologists had been generous to Munson Healthcare in the past, former group president Rick Cover, MD, said the group wanted to make a significant contribution to the medical needs of the community. The Smith Family Breast Health Center was a way to do so with a cause closely linked to the services the group provides.

As one of the very first to contribute, Grand Traverse Radiologists inspired other physicians and community leaders to do the same, said Ruth Bloomer, Leadership Giving Special-

ist with the Munson Healthcare Regional Foundation. "It was wonderful working with a group who wanted to set the bar up a few notches," said Bloomer. "Early on we were able to show the community and other potential donors that there was a high level of physician and community support."

The Smith Family Breast Health Center, scheduled to open in the Copper Ridge development in February 2008, is approximately \$900,000 away from meeting its fund-raising goal. Deborah Crowe, MD, the lead mammography physician with Grand Traverse Radiologists, said the new center will expand from the current space of 1,450 square feet to more than 8,000 square feet.

"Screening mammography is a big part of everyone's life," said Crowe. "The group felt very strongly that contributing early was the right thing to do."

*See story on page 5 about Smith Family donation*

## One Man's Losses Inspire Creative Giving to Munson Hospice House



### Features of the New Smith Family Breast Health Center

The Smith Family Breast Health Center is being built with the intent to make a difference in people's lives by improving patient experiences during annual screening mammography, as well as diagnostic testing.

Along with increased square footage, features include private consultation rooms, preoperative education, and emotional support. All are expected to improve the patient's experience and help alleviate patient distress.

Services at the breast health center will include screenings, diagnostic mammography, minimally invasive breast biopsy, breast ultrasound, and bone density testing. Patients also will be able to make appointments with private vendors in a boutique setting for prosthetic care, wigs, clothing, and other special needs.

*Cookbook featuring George Jeruzal's favorite recipes has raised \$25,000 for the facility*

With grace and faith, George H. Jeruzal has quietly endured many episodes of heartbreak in his life. His first wife, two daughters, and three grandchildren died from Lou Gehrig's disease. His second wife died from liver cancer. And now the 86-year-old was recently told he has less than a year to live and is fighting for his own life.

Despite the devastation that has visited him time and again, Jeruzal has held fast to one enduring passion: Live to give.

And give he has. With his family's help, two years ago he published a cookbook featuring more than 200 of his favorite recipes, the sale of which has raised more than \$25,000 for Munson Hospice House.

Titled *Good by George*, the cookbook is a loving thank you to a place that helped Jeruzal care for his second wife, as well as a way to help others who cannot afford hospice care.

"One hundred twenty dollars a day for hospice care is a lot for people who can't afford it," said the former Army mess sergeant and lifelong cooking enthusiast. "I felt any funds I could raise would help defray that cost for patients in their last days of life."

By carting his books to local sales outlets such as Oleson's grocery stores, The Village Market in Elk Rapids, and bookstores at Munson and in Leland, the father of 10 has sold more than 2,300 books and is

*"He is quite the guy and has been very active and involved for many years. He is a true partner."*

Beth Karczewski,  
Leadership Giving Specialist,  
Munson Healthcare Regional Foundation

on his fourth printing. He has only about 400 books left, but is having difficulty distributing them due to his failing health.

"I haven't been well enough to do the sales; it's just too hard to carry the heavy books," said Jeruzal, whose strong Catholic faith has driven his lifelong philanthropic work.

Besides donating the expenses associated with publishing and distributing the book, Jeruzal donated much of his time and energy to researching and designing the Hospice House, which opened in 2004. As a former Home Health Care Advisory Board Member, Jeruzal drove around the state, studying other hospice house designs and layouts.

His enthusiasm for giving and deep concern for others are traits that give Jeruzal a special place in others' hearts, said Beth Karczewski, a Leadership Giving Specialist with Munson Healthcare Regional Foundation.

"He is quite the guy and has been very active and involved for many years," she said. "He is a true partner."

## Betsie Hosick Continues Family Legacy to POMH

Dr. Elizabeth (Betsie) Hosick was 12 years old when she attended the dedication of the new Paul Oliver Memorial Hospital in Frankfort. It was 1952 and she was very impressed that one of the speakers was then Michigan Governor G. Mennen “Soapy” Williams, who had just appeared on the cover of Time Magazine sporting his customary polka dot bowtie.

Young Betsie had a place of honor on the speaker’s platform near her grandmother, Elizabeth (Lane) Oliver, who had made a sizeable contribution to the hospital in memory of her late husband, Paul, a Chicago surgeon. The Olivers spent part of their summers on Crystal Lake after purchasing property there in the early 1920s.

*“I wanted to give something to the community. I’m very lucky to be able to do it.”*

Elizabeth (Betsie) Hosick, MD

More than 55 years later, Hosick followed in her grandmother’s philanthropic footsteps by making a \$300,000 donation to the Paul Oliver Memorial Hospital Foundation. Her gift was used to purchase the Betsie Valley Fitness Center near Frankfort, to enhance the hospital’s wellness programs.

“I wanted to give something to the community,” Hosick said. “I’m very lucky to be able to do it.”

“We’re particularly honored to receive a contribution from Dr. Hosick,” said Jon Armstrong, board chairman for the Paul Oliver Memorial Hospital Foundation. “Not only is she the granddaughter of Dr. Paul Oliver, she’s also a highly respected academic physician. We’re very grateful and pleased.”

The 10,000-square-foot Betsie Valley Fitness Club includes a weight room, a cardio room, and resistance machines, as well as a basketball court and racquetball court.

The idea of helping acquire the fitness center for cardiac rehabilitation services appealed to Hosick because her own father used similar services in his community.

### **Paul Oliver: The Man Behind the Hospital**

Paul Oliver, MD, was an Assistant Professor of Surgery at Rush-Presbyterian-St. Luke’s Medical Center in Illinois when the First World War erupted in Europe. Like thousands of other American physicians, he joined the Army and served in France in 1918-19. He returned to Chicago to work in an Army Evacuation Hospital before resuming his career. A decade later during the Great Depression, Dr. Oliver often provided medical care to local residents in Benzie County – many of whom paid him with produce or chickens.

Hosick inherited more than a generous nature from her grandparents – she also acquired her grandfather’s love of medicine.



Elizabeth (Betsie) Hosick, MD, poses in the lobby of Paul Oliver Memorial Hospital with a portrait of her grandfather, Dr. Paul Oliver, which was painted by her grandmother, Elizabeth Oliver.

Like her grandfather, she studied to become a physician. In the early 1960s it was still unusual for women to enroll in medical school, and a little uncomfortable for those who did.

“At the time, there were only six women in a class of 125,” Hosick said. “There was an undercurrent of resentment that the women were taking the place of men who would be more likely to practice – but every one of us went on to practice.”

After an internship at Albany Medical Center in New York, Hosick completed her residency in Anesthesiology at the University of Iowa, followed by a fellowship at the University of Pennsylvania. She joined the faculty at the University of Iowa and was an assistant professor for six years.

Hosick then joined the multi-specialty Carle Clinic in Champaign, IL, where she served as Chair of the Department of Anesthesiology and Medical Director of Ambulatory Surgery before retiring five years ago. She also served as an assistant professor at the College of Medicine at the University of Illinois, Urbana-Champaign.

## Breast Health Center Receives \$1 Million Gift

Dudley and Barbara Smith were invited last month to take an early look at the new breast health center that will bear their name after donating \$1 million to the project.

As they stepped past ongoing construction, they noticed the soft whispers of color that had been selected to relax and calm the people who will soon fill these rooms. They learned about the speed and quality of the diagnostic equipment that will be installed. They heard about comfortable new patient robes and increased privacy that patients will soon enjoy.

“It’s just marvelous,” Dudley said after touring what will now be named the Smith Family Breast Health Center in the Copper Ridge Development off West Silver Lake Road in Traverse City. “I’m very impressed with what Munson is doing. With the Emergency Department, the Heart Center, and now the Breast Health Center, it’s all been done beautifully. They seem to have taken everything into account.”

The new center is scheduled to open on Valentine’s Day 2008. In the course of a year, 23,000 people are expected to walk through the doors for screening and diagnostic services.

“We are deeply grateful to Dudley and Barb Smith for their extraordinary generosity,” said Ed Ness, President and CEO of Munson Medical Center. “Their gift will save lives and will help keep families whole. Community support has become crucial to maintaining the high level of health care we need in

northern Michigan, and the Smiths are doing tremendous service to the community through this gift.”

During their tour, the Smiths were pleased to hear Kathleen McManus, Senior Vice President of Munson Medical Center, describe how screenings and diagnosis will be more timely, and how no one will be turned away because of an inability to pay for services.

“This opens it up to more women who can come in and get the treatment they need,” Barbara said. “Munson has been wonderful, but all of us know women who have gone down that long drawn out process of diagnosis. The length of time it takes is so draining for women and for their families and friends.”

Barbara recalled a distressing week she spent waiting for biopsy results. “We need to do anything we can to move the process along so women don’t have that awful wait,” she said. “A lot of people go through this.”

Statistically, one in seven women will be diagnosed with breast cancer during their lifetimes.

“Besides the obvious effect on the cancer patient, it is also the impact breast cancer has on the entire family that was instrumental in us



Dudley and Barbara Smith discuss some of the center’s benefits with Munson Senior Vice President Kathleen McManus during a tour.

wanting to do something,” Dudley said. “I can’t think of a more worthwhile project than a medical facility. This is so wide reaching. It goes beyond giving to Munson – it benefits all of our mothers, daughters, and friends.”

The Smiths raised their son and daughter in Traverse City after moving north from Madison Heights in 1973. They are now retired and enjoy the company of their three grandchildren.

“This has been a wonderful place to raise a family,” Barbara said. “You give back where you can, and where you see a need – and this happens to be a very compelling need.”

*“I’m very impressed with what Munson is doing.”*

Dudley Smith

## Foundation Board Welcomes Royce K. Ragland



Royce Ragland brings diverse perspective to board.

As a girl growing up on a crop and cattle farm in southern Illinois, Royce K. Ragland appreciated the value of health care early on in life.

“Growing up in a rural area where health care was already spotty made me realize the fragility of it,” said Ragland, who was appointed to the Munson Regional Healthcare Foundation Board of Trustees this year. “People would avoid the doctor because they had no money for it – health care was sacrificed to other budget needs.”

These early childhood observations deeply influenced Ragland throughout her professional and personal life. Though her career was centered

on management development and education in universities, state and federal governments, and private organizations, her personal life was imbued with a deep altruistic spirit. Fund-raising for hospitals, educating the poor in Appalachia, and working with the World Health Organization smallpox eradication program in Bangladesh were just a few of the programs with which Ragland actively worked.

After retiring to Elk Rapids with her husband Kenneth Bloem, a former health care executive, Ragland also became involved in land conservation. She sits on the Grand Traverse Regional Land Conservancy and the Michigan Land Use Institute boards.

“Sitting on a board is a wonderful opportunity to be a good citizen,” said Ragland, who holds degrees in education, criminology, economics, and landscape design. “I devote a lot of energy to promoting a positive future for northern Michigan.”

After being asked to join the Foundation Board, Ragland said she was “delighted” to join an organization where her broad perspective, combined with her concern for women’s and children’s health issues, would be welcomed.

“I’m very happy because it’s important for any board to have a diversity of perspectives and health care is such an important issue for our whole country,” she said. “The way I see it, healthy people equal a healthy nation.”

## You May Already Be a Heritage Circle Member

Heritage Circle represents a list of donors who have named any of the Munson Healthcare System organizations to receive a gift of any amount through their wills and bequests. Heritage Circle also includes those who have made a Charitable Gift Annuity or other life income arrangement.

Please let us know if Munson is included in your estate plans, so we can honor you as a Heritage Circle Member. Also, if this type of legacy giving is something you have considered but haven’t yet initiated, please call Ruth Bloomer at (231) 935-6484 to discuss how easy and fulfilling it can be to become a member of the Heritage Circle.

*“Sitting on a board is a wonderful opportunity to be a good citizen.”*

Royce K. Ragland, Board Member  
Munson Healthcare Regional Foundation

## Heritage Circle Members

Anonymous

George B. Cobel

Douglas & Pamela Davis

George & Monon Dunn

Jim & Sue Dutmers

Marilyn & Bernard Finn

Nancy Boynton Fisher

Roger & Mary Jane Jacobi

Phyllis B. Klann

Wayne & Terry Lobdell

Bob & Diantha Naftali

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Sarah Elizabeth Pierson

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Thomas A. Rutkowski Foundation

Jane H. Straub Trust

Wendell P. Temple

Joseph A. Watkins

Jay & Judy Zrimec

## A Loving Gesture in a Heart-Shaped Package

*Local Zonta clubs make and donate more than 600 heart-shaped pillows to comfort breast cancer patients*

When a woman goes through breast cancer treatment at Munson Medical Center, even the smallest of comforts is welcomed, especially those that come in the form of a heart-shaped pillow.

Handmade by local members of Zonta International, a global organization comprised of professional women who focus on service and advocacy for other women, the pillows become more than just a comforting accessory during treatment, said Blanche Heidt, RN, BSN.

“Some women get very attached to them,” said Heidt, who works in cancer services where 200 women are diagnosed with breast cancer each year. “The patients absolutely adore these pillows.”

Stitched together using soft, cheerful fabrics, the pillow has a handle with a knot to help keep it under the arm near the treated breast. A pocket keeps an ice pack in place to help keep the swelling down after surgery, and there is a note attached to each pillow that says other women are thinking of them, said Heidt.

“I think that little message gives these women a lot of comfort,” she said.

Since the program’s inception five years ago, more than 600 pillows have been donated to patients by the Zonta clubs of Traverse City, Benzie, and Leelanau counties, said Judy Conant, mastectomy pillow chairperson for the Traverse City club.



Navigator Program Coordinator Blanche Heidt, RN, BSN, holds up heart-shaped pillows donated by local members of Zonta International.

“It’s for the comfort of the patient afterward,” said Conant, who has personally made more than 400 of the pillows herself, taking an hour with each one. “We have had a very positive response and have received lots of thank you letters with donations.”

Since several of her club’s members have gone through breast cancer treatment, Conant and her corps of volunteers have no plans to stop making the pillows.

“It gives you a very good feeling when you’re making them,” she said, “and we will continue making them because there is a definite need out there.”

*“We have had a very positive response and have received lots of thank you letters with donations.”*

Judy Conant, Zonta International  
Traverse City Club

# Take a Look at Charitable IRA Rollover Contributions Now

In one of the most successful philanthropic efforts ever supported by Congress and authorized by the IRS, thousands of individuals across the nation have contributed to their favorite charity through the IRA “Charitable Rollover” in 2006 and 2007.

One of Munson’s loyal donors who completed a Charitable IRA Rollover this year wrote: “I saw an article about the Charitable IRA Rollover in one of your newsletters from the

*“It was a win-win situation for me. I was able to give a much larger gift to Munson and not have it taxed as income when I took my mandatory contribution from my IRA.”*

Anonymous Donor

Munson Regional Healthcare Foundation. I took it to my tax advisor who said it was truly a good idea.”

“It was a win/win situation for me. I was able to give a much larger annual gift to Munson and not have it taxed as income when I took my mandatory distribution from my IRA.”

All IRA contributions made through December 31, 2007 will provide this same excellent benefit for donors. Beyond 2007, it is still unknown as to whether Congress will continue this advantage – so now is the time to take a close look to see if this option is something you should consider with your IRA.

*Here is how this unique opportunity to take a tax-free distribution from your IRA works:*

- You qualify for this opportunity if you are age 70½ or older and make a cash distribution of \$100 to \$100,000 directly from your IRA custodian to the Munson Healthcare Regional Foundation. You will pay no income tax on this distribution and Munson patients will benefit from your wonderful gift.
- Call your tax advisor or one of the giving specialists at the Munson Healthcare Regional Foundation for specific directions on how to easily take advantage of this giving option.



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