

SPRING 2013

focus *on* health

W E L L N E S S A N D L I F E S T Y L E

54 

**Dominican Hospital
Foundation.**

A Dignity Health Member

Link between community & hospital

26 **Innovation
Prevention
Excellence**

12 Your Guide to Local Recreation

22 Spring Planting Tips and Recipes



Dominican Hospital.
A Dignity Health Member



Dear Friends,

It is an exciting time to be incoming president of the Dominican Hospital Foundation and I am honored to accept the challenges ahead. In the Spring of 2012, under the guidance of our Executive Director Beverly Grova, the Dominican Foundation implemented a process to identify key initiatives that would both further the mission of Dominican Hospital as well as generate financial support from the community.

I am happy to report that the Foundation had a very strong start in 2013 and significant progress was made on a number of initiatives.

It is my pleasure to announce a substantial leadership gift of \$1 million from Mary Solari which will create the Mary and Richard Solari Cancer Center. Mary and her late husband Richard have supported numerous non-profit organizations resulting in significant efforts that greatly enrich our community.

In January we celebrated the Grand Opening of the Acute Rehabilitation Unit and another lead gift. Monterey Peninsula Foundation generously awarded a three year \$500,000 matching grant to name the Assisted Daily Living Apartment. Our Dominican Hospital Foundation is working to raise the matching funds for this grant and already received major gift commitments from the Lou & Isabel Bartfield and Steve & Amanda Allen families, and Fernandes and Sons. The thoughtfulness and generosity of these major donors means a great deal to me personally as well as professionally. I know all of you join me in extending our most sincere thanks and appreciation to them.

The annual Holidays d'Eleganz raised \$196,000 last year. We are deeply grateful for the collaborative efforts of the two dynamic committees that made this possible and for the loyal support of our volunteers, sponsors, auction donors and attendees who made this event a success. Last year, the Friday luncheon featured celebrity Dick Van Dyke. Saturday night Gala's Fund a Need Auction raised funds for the Retinal Camera for the Neonatal Intensive Care Unit. And a very special thanks to the Krassow family who contributed \$25,000 towards this great cause.

In summary, a new year greets us with both blessings and great opportunities! I can imagine no other community with whom I would rather share these times. I trust you share our excitement about building an even brighter future for our hospital. Thank you for your unwavering support, your hard work, and your trust.

Sincerely yours,



Jon Sisk
President, Dominican Hospital Foundation

Dominican Annual Healthcare Sponsorship

This year the Dominican Hospital Foundation launched the Dominican Annual Healthcare Sponsorship, which bundles recognition at three major events and three health fairs into one package.

The first to join as an Annual Healthcare Sponsor was Joe Appenrodt of Appenrodt Commercial Properties, followed by Shadowbrook & Crow's Nest.

Joe Appenrodt came to Santa Cruz in 1980 when he accepted a position at Erik's DeliCafe. He led the company through an ambitious period of growth, expanding the four-unit chain to 25 locations and eventually serving as president. During his tenure at Erik's, Joe developed an interest in real estate and in 1998 formed Appenrodt Commercial Properties. Since then, Joe has developed many of the key retail, office and manufacturing sites throughout Santa Cruz County, including New Leaf/Ingalls Street Winery Complex, the Santa Cruz Sentinel and the Bay Federal/Starbucks retail center in Aptos, among others.

Joe joined the Dominican Foundation Board in 2010. "I kept hearing about Dominican through working with Erik Johnson, a great mentor of mine, who served on the Hospital Board," says Appenrodt. "Erik showed me the importance of community involvement and giving back to the community. I have always been impressed with Dominican and the commitment of the people that work there. The hospital is an integral part of Santa Cruz and I wholeheartedly support its mission," says Mr. Appenrodt.

As a developer, Joe is dedicated to improving the community. "Many of my tenants are not just tenants; they are people that I see and whose services I use on a daily basis," he says. Joe is active in many community organizations and was chosen "Man of the Year" by the Aptos Chamber of Commerce. He married his college sweetheart Kathy. They live in Aptos and have two daughters.



Joe Appenrodt

DOMINICAN HOSPITAL FOUNDATION

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To learn more about Dominican
Annual Healthcare Sponsorship
program please call
Anastasia Elgina at
831.462.7579 or e-mail to
anastasia.elgina@dignityhealth.org

Dominican Receives \$1 Million Lead Gift



In honor of a \$1 million pledge, Dominican Hospital dedicated the Mary & Richard Solari Cancer Center on January 31. Mary and her late husband Richard (Dick) built a long standing relationship with Dominican Hospital, providing key support over the past 38 years to the Emergency Department, Pediatrics, the Neonatal Intensive Care Unit, the Cardiac Center and now the Cancer Center.

Mary gave the gift for very personal and passionate reasons. "My father died at Dominican Hospital due to cancer, in 1975

and my husband, Dick, died of acute leukemia at Dominican Hospital in 2008. I gave my first gift to Dominican in 1975 in gratitude for the care my father received at Dominican, especially from the Adrian Sisters. I can still remember exactly how I felt at that time."

Nanette Mickiewicz, MD, Dominican Hospital President is energized by Mary's commitment. "Mary's generous gift sets a new standard of giving for the hospital and is inspiring to all of us. We are excited about realizing the dream of a Cancer Center that focuses

resources for our patients and improves their care."

The new Cancer Center project is a \$1.6 million initiative with \$600,000 left to raise. With the opening of the Infusion Center in a new building on Mission Drive, the project aligns the Bennett and Suzy Katz Cancer Resource Center (which will be moved to the ground floor below the Infusion Center) the Dominican Breast Center and other resources currently located nearby to create an overall Cancer Center. Michael Alexander, MD, who served



We are excited about realizing the dream of a Cancer Center that focuses resources for our patients and improves their care.

36 years as an oncologist on Dominican's medical staff, has been named the Medical Oncology Director for the hospital. He will have an office at the center, which also features a large central nurses' station and 15 private infusion bays.

"It's going to be easier on the patients and the staff to have all the main cancer outpatient services in one dedicated building," Dr. Alexander said. "Caring for patients outside a hospital environment can go a long way toward keeping them

out of the hospital altogether. It's treating cancer more like a chronic disease."

This effort to identify initiatives and focus on larger goals represents a concerted effort by the Hospital and the Foundation to join forces in increasing support from individuals, businesses and foundations as we build the capacity of the Dominican Hospital Foundation.

01 150 individuals celebrated in the unfinished space soon to be the new home for the Katz Cancer Resource Center.

02 Guests enjoyed a terrific luncheon by Mill Street Catering and then moved outside for the unveiling of the new Mary & Richard Solari Cancer Center sign.

03 From left to right: Daughters Ann Ferrante, Elaine-Maryse Solari, and Ginny Solari Mazry join Dr. Michael Alexander and Dominican Hospital President, Dr. Nanette Mickiewicz in helping Mary Solari unveil the new cancer center sign.

Monterey Peninsula Foundation Awards \$500,000 Grant for Acute Rehab



O1



O2

We are very pleased to announce that the Monterey Peninsula Foundation recently granted \$500,000 to the Dominican Hospital Foundation as part of the hospital's Key Initiatives Campaign. The grant is for the Acute Rehabilitation Center Initiative and is a three-year grant which requires matching funds. As a result of the gift, the Assisted Daily Living Apartment will be named in their honor. According to Monterey Peninsula Foundation CEO, Steve John, "We are very pleased to support this important project, particularly recognizing its impact on the region. We were especially impressed with the

apartment concept and its ability to provide a safe and nurturing environment for caregivers and patients to practice adapting to everyday tasks."

The Monterey Peninsula Foundation's mission is to enhance the quality of life in Monterey County and surrounding areas through the strategic disbursement of charitable funds generated by hosting the AT&T Pebble Beach National Pro-Am at Pebble Beach.

The three-year Acute Rehabilitation Center project has cost approximately \$12 million,

with \$10 million provided by Dignity Health in capital funding. As one of the Dominican Hospital Foundation's top five initiatives for this campaign, the philanthropic arm of the hospital is working to raise \$2.5 million to support the Center. Donations will be used for a Supported Ambulation System, digital communication boards, medical equipment, a neurosurgery imaging system and physical therapy equipment.

The grand opening of the Center was held on January 22 with over 200 community and hospital attendees. PG&E provided funds for the reception. Both



03



04

Allen Properties and Fernandes & Sons (the project contractor) have named \$25,000 rooms in the Acute Rehabilitation Center, so we are off to a strong start.

01 Design and construction team, from left to right: Rodney Terra, Project Manager, Fernandes & Sons; Frank Cedarblade, Architect, ReelGrobman; and Larry and Teri Fernandes, Fernandes & Sons.

02 Monterey Peninsula Foundation representatives Stephanie Percoulis, Program Officer and Laurel Lee-Alexander, Director of Philanthropy; with John Fisher, Dominican Hospital Foundation Board member.

03 Chuck Maffia, former Dominican Hospital Foundation Board President, with Nanette Mickiewicz, MD, President of Dominican Hospital, Bill Tysseling and Suni Patel, Santa Cruz Chamber of Commerce, and Chris Maffia, Dominican Hospital Foundation Board member.

04 Medical Co-Directors Jennie Jet, MD, and Robert Quinn, MD, with Karen Gosling, MS, MPT, Director, Dominican Hospital Health and Rehabilitation Services.

“We were especially impressed with the apartment concept and its ability to provide a safe and nurturing environment for caregivers and patients to practice adapting to everyday tasks.”



26th Annual Dominican Hospital Foundation *Holidays d'Eleganz*

Billed as the premier holiday social event, the Dominican Hospital Foundation's annual fundraiser, Holidays d'Eleganz was held the weekend before Thanksgiving at the Cocoanut Grove in Santa Cruz. This two-day event, consisting of the President's Luncheon featuring actor Dick Van Dyke on Friday, followed by the Saturday night Gala, was attended by over 700 community members. This was the 26th annual Holidays d'Eleganz and over \$196,000 was raised this year to support innovative programs at Dominican Hospital. Proceeds will support a new Retinal Camera for the Neonatal Intensive Care Unit and the outstanding cardiac program. The luncheon event was chaired

by Caroline Manildi and the evening Gala was chaired by Chris Maffia. A highlight of the Gala's auction is a dinner with Dominican Hospital President Dr. Nanette Mickiewicz in the hospital itself, and includes a behind-the-scenes tour. An amazing group of volunteers work to create the extravaganza each year. Trees decorated by area designers have graced the event for years and are a hallmark of the evening as participants bid on Christmas trees decorated to the hilt.

01 *The two amazing ladies who made the President's Luncheon possible, event Co-Chair Harriet Mainis and Chair Caroline Manildi.*

02 *Tom Suchevits with Pam Santacroce.*

03 *Dick Van Dyke interviewed by Peter Funt, a long-time host of TV's classic, "Candid Camera".*

04 *The President's Luncheon committee gathered after the event at Hotel Paradox for a "Thank You" luncheon.*

05 *Mary Rose Mackenzie with Dick Van Dyke.*

06 *Bruce McPherson and Julie Potkin.*

07 *Amanda and Steve Allen.*

08 *Stephanie and Jack Harkness tearing up the dance floor.*



Fund a Mission

The Krassow Family jumpstarted "Fund a Mission" at the Gala auction this year with a \$25,000 donation. This year's cause was the purchase of the Retinal Camera Machine for the Neonatal Intensive Care Unit (NICU). The Retcam screening identifies Retinopathy of Prematurity or ROP in premature infants, whose retinal development is not complete. Early diagnosis and treatment are critical to correct abnormalities, and in some cases, even prevent blindness.

Having this screening available at Dominican Hospital means that families do not need to transport their frail infants to a facility outside of Santa Cruz County.

Photo: Janet and Randy Krassow at the Gala last year. In 2011, as part of "Fund a Need" Janet and Randy made a very generous gift through their foundation to help purchase ventilators for babies with breathing difficulties receiving care in the NICU.



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 Kathleen Obert
 Bob Semas
 Joan Shapiro
 Jan Tomlinson

Schreiber & Ferraro

Family Honor Dominican



Early this year, the Dominican Hospital Foundation received a \$45,000 bequest from Catherine Ferraro. A long time supporter of the hospital, Catherine volunteered at the Dominican Hospital Medical Library for over 20 years. "Catherine was a truly dedicated volunteer who made an enormous contribution to the operation of the Medical Library," says Candace Walker, retired Medical Librarian. "She had a wonderfully positive spirit and was always ready to take on new tasks as services evolved. For me, she quickly became someone I could rely on and a true friend."

Catherine passed away in September 2012 and is survived by her niece, Susan Schreiber and her niece's husband, Marty

Schreiber. Marty and Sue were caretaking for Catherine before she passed away. "Catherine was spunky and full of life, right to her 93rd birthday," says Marty. "She was so kind and generous to those who needed help and an amazing role model to my son and daughters."

In 2011, Marty had a knee replacement surgery at Dominican. Six weeks later he was back to the routine of riding his bike, surfboard in hand, on a five mile route to Pleasure Point. Marty, a former sponsored surfer, was always physically active, so having a functioning knee meant a great deal to him. "Thanks to Dominican I can surf, bike and skateboard every day," he says. "My doctors did

an amazing job. I want to extend my biggest thanks to Peter Reynolds, MD, William Dizon, MD, and Roland Sharp, MD. They are amazing, very talented doctors. The RN who took care of me after the surgery, Alyson Kennedy, helped me with every possible thing and made me feel cared for and loved even though she was so busy."

"I will have to have my second knee done in the near future and I am definitely coming to Dominican," says Marty.

01 Grateful Patient Marty Schreiber surfing a local break. Photo courtesy of Terry Way Photography.

02 Catherine Ferraro, circa 1950.





**Dominican Hospital
Foundation**

A Dignity Health Member

Leave a Legacy

Over the years, some of Dominican's most significant charitable donations have been legacy gifts—bequests that local donors have provided for Dominican Hospital Foundation in their wills and living trusts.

When you are planning your estate or making your will, please consider including Dominican Hospital Foundation as charitable beneficiary, so that the compassionate care, 24-hour emergency service and advanced technology you have come to expect at Dominican will be available for future generations as well.

If you or your professional advisor would like additional information about ways to include Dominican Hospital Foundation in your will, living trust or other estate plans, please email **Beverly.Grova@dignityhealth.org** anytime, or call the Foundation office at **462.7712** (8 am to 4:30 pm, Monday through Friday). We are not attorneys and do not offer legal advice or counsel, but are happy to provide educational illustrations of the financial and tax implications of various charitable gift plans for consideration by you and your legal or tax advisors.

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