

# PERSPECTIVES

Winter 2005

MARTIN MEMORIAL FOUNDATION

## Generosity Leads to New Name for Cancer Center

Martin Memorial recently received its largest-ever individual contribution. This significant gift will play a key role in helping Martin Memorial to implement a Picture Archive and Communications System (PACS) across the entire Health System.

### Diagnostic services to get boost from PACS

As the sophistication of radiology images continues to develop, so does the means of interpreting, distributing and storing them.

Martin Memorial will be implementing a Picture Archive and Communications System (PACS) in the coming months, which will help physicians with improved image access and enhanced quality. The system could be fully implemented by summer, ready to provide service for patients.

The PACS system will optimize diagnostic services at Martin Memorial, allowing instant access to physicians, hospital and ancillary departments, clinical staff and selective medical offices that have the authorized software installed on their computer.

The PACS system can decrease the time of waiting for films to be shipped from one location to another. Plus, seasonal residents will be able to get a CD that has all of their exam information on it, which is easier to transport than a large film jacket.

PACS is a leading-edge, computerized system that enables the storage, distribution and more effective interpretation of the full range of radiology images, including MRI, CT scans, nuclear medicine and ultrasound. The real benefit arises from the ability of any authorized physician in the health system to access current radiology images as well as compare them to a patient's past information, resulting in even better diagnostic capability and patient care.

The \$2 million donation was made by Bob and Carol Weissman, who have been strong supporters of Martin Memorial for some time.

"We believe in Martin Memorial," Bob Weissman said. "Our goal is to help make Martin Memorial the best it can be, so we wanted to do something that would help accomplish that."

"We felt we might inspire others to donate as well. We wanted to ensure that Martin Memorial Health Systems can continue to advance its mission of providing quality care and access to everyone."

"Bob and Carol Weissman's generosity is overwhelming," said Richmond M. Harman, president and CEO of Martin Memorial. "Their gift helps us put in place advanced technology that aids in

improved care of patients across the health system. We are delighted to have the Weissman name associated with Martin Memorial."

In recognition of the Weissmans' tremendous generosity, the Martin



WHAT'S IN A NAME: Martin Memorial Cancer Center will soon receive a new identity.

Memorial Cancer Center will be renamed to the Robert and Carol Weissman Cancer Center at Martin Memorial.

A public dedication ceremony will take place later this spring.

"Bob and Carol Weissman have established a new level of philanthropic support for Martin Memorial and the community," said Kelly DeGregorio, interim director of the Foundation. "Their generosity will have a long-lasting impact on the quality of care and medical excellence that we are able to provide. Martin Memorial is most fortunate that the Weissmans are a part of our family."

# Success! Mum Ball Totals Swell

The 2004 Chrysanthemum Ball was an affair to remember, with a record \$1.5 million raised for a PET/CT scanner that will help physicians diagnose cancer and some other diseases earlier, while providing more effective treatment strategies.

More than 500 guests celebrated at the home of Jim and Judy Rose on Nov. 13, making it one of the Treasure Coast's largest charity functions of the year.

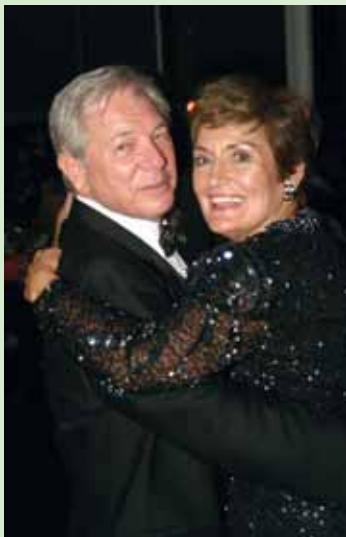
"It's probably one of the more important events you could have in the

community," Jim Rose said. "We don't choose to be sick, but when we are there's one place to go: your community hospital."

The Roses had high praise for everyone involved in planning the ball. That included committee members who coordinated the event, Martin County officials who opened hurricane-damaged MacArthur Boulevard into their Sailfish Point home for the evening, and even the valets and security personnel who assisted with parking.

Of course none of it would have been possible without the generosity of the Mum Ball donors, who purchased sponsorships ranging from \$1,500 to \$150,000 to participate in the gala.

"We felt it was a fantastic event," Judy Rose said. "We were honored to be chosen as hosts and we just have to give our admiration to the committee for all that they've done. It's an incredible effort for the community, an effort to help others."



**HOSTS:** Jim and Judy Rose enjoy a dance together.



(L-R): Joan Cribb and Remy Cribb.



(L-R) Jackie Rutter and Barbara Trimble.



(L-R) Dr. Scott Gasiorek, Jeanne Gasiorek, Sara Rittersbach and Dr. George Rittersbach.



(L-R) Bonnie Johnston, Debra Duvall, Maureen Zappala, Dick Harman, BJ Walker-Harman and Judy Williams.



(L-R) John Ziegler, Kay Ziegler, Laura Loesser and John Loesser.

## Exclusive Corporate Sponsors for Mum Ball

The Martin Memorial Foundation would like to thank the following exclusive corporate sponsors for their gracious participation in the 2004 Chrysanthemum Ball.

- Chrysanthemum Ball tent sponsored by Mr. and Mrs. James Rose
- Sponsor Party at the MacArthur Golf Club provided courtesy of Mr. and Mrs. Frank Noonan
- Chrysanthemum brooch handcrafted by Mrs. Terry Rieger of Diamonds by Terry
- Stuart "Mum Ball" Magazine provided courtesy of UBS Financial Services
- Cocktail hour provided courtesy of Patrick and Susan Stracuzzi
- Photography provided courtesy of InPhyNet Hospital Services
- Valet parking provided courtesy of Wallace Ford Automotive

# Labor of Love Aids Disaster Relief

## Diamonds by Terry Shines at Mum Ball

Terry and Fred Reiger have been generous benefactors to Martin Memorial the past two years, donating time and money to the health system.

Terry Reiger, co-owner of the jewelry store Diamonds by Terry, has handcrafted jewelry in the shape of a chrysanthemum for the Foundation's annual Chrysanthemum Ball in 2003 and 2004. The jewelry was raffled off and proceeds donated to Martin Memorial.

But the 2004 spider mum brooch was an intensive, intricate labor of love. Made of green and white gold, as well as 250 diamonds, it took nearly 300 hours to craft.

"I'd never seen that done before," Terry Reiger said of the spider mum design. "I researched it, went on several Web sites, and found a spider mum at a florist to use as an example."

The raffle for the spider mum brooch raised about \$25,000, money that was donated to the Martin Memorial

disaster relief fund that helped Associates who suffered significant loss because of hurricanes Frances and Jeanne.

"I thought that was great because a lot of people were really hard hit," Fred Reiger said.



**WE  
WON:**

(L-R) Terri Reiger,  
Suzanne Kissling and  
Tony Kissling, winners of  
the brooch.

Last summer, the Reigers also gave a percentage of their annual sale to Martin Memorial, with the money dedicated to helping purchase the PET/CT scanner scheduled to be installed February 2005.

While creating the spider mum brooch wasn't easy, it was worth it in the end.

"Technology like PET/CT is a fabulous thing," Reiger said. "But I was thrilled to help the people who provide such wonderful care at Martin Memorial."

### Spring Appeal Kicks Off

Starting this February, check your mailbox for the annual spring appeal from the Martin Memorial Foundation. Every fall and spring, the Foundation asks our donors for "unrestricted" contributions, which means gifts that are not dedicated to a particular project. These gifts are so important to Martin Memorial because they go to the area of greatest need.

Your gift to the annual appeal helps provide over \$400,000 each year to fund a wide variety of vital programs and medical technologies that affect patients' lives every day. The first letters will be arriving in February. We hope you will look for our appeal and help Martin Memorial maintain the same high level of care our communities have come to expect.

## Legacy Gifts Are For the Ages

Virginia Budd spent significant amounts of time volunteering at Martin Memorial. A past president of the Auxiliary, her actions displayed her dedication to the health system.

However, even in passing Mrs. Budd continued to give back to Martin Memorial: In 2004 she left a legacy gift of \$500,000 to the health system. To honor her memory, the fountain in front of the Martin Memorial Cancer Center will be named after her.

Mrs. Budd left one of three legacy gifts in 2004 that totaled nearly \$2 million. Mimi Towl designated

an \$850,000 gift from her estate, while the estate of Dan and Martha McCarthy gave \$600,000 to Martin Memorial.

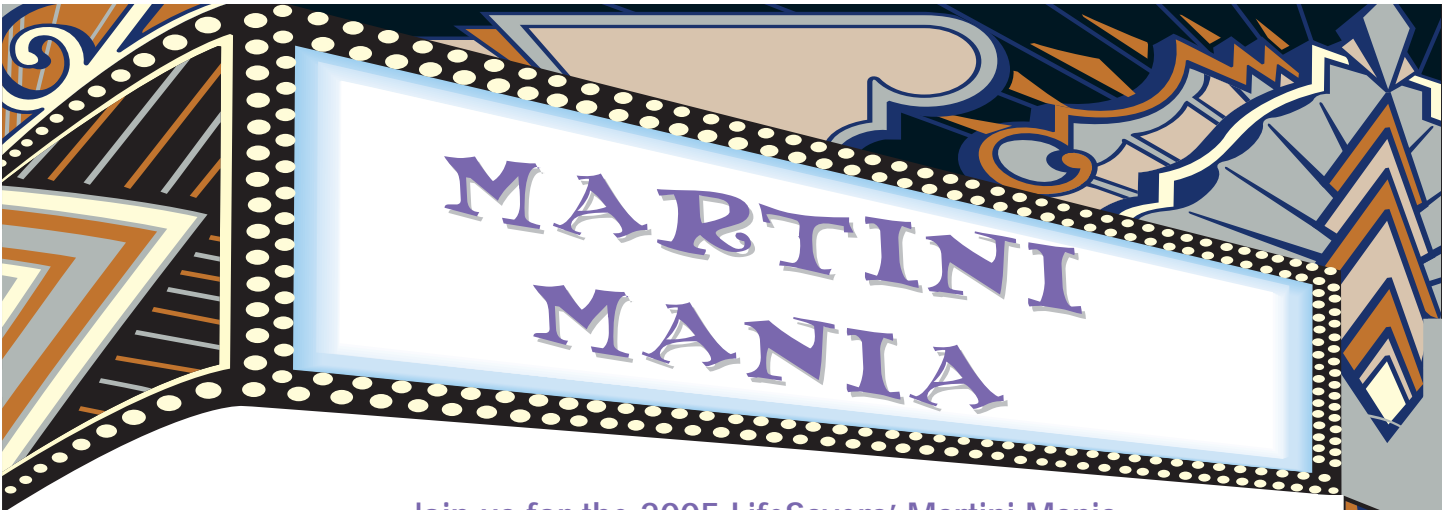
Kelly DeGregorio, interim director of the Martin Memorial Foundation, said some of the organization's most generous donations have come from legacy gifts. With the new year prompting many people to examine their finances and their futures, now is a perfect time to think about leaving a legacy.

"Adding a charitable bequest in your will is an opportunity for you to shape the future of Martin Memorial,"

DeGregorio said. "Adding a charitable request to your will is as easy as asking your attorney to draft a codicil, an amendment to your will. If you don't have a will or its terms are outdated, then now is the perfect time to get your estate plans in order."

The Foundation would also like to hear from individuals who have already included Martin Memorial in their estate planning so their generosity can be honored now.

For more information, contact Tracy Gagliardo at (772) 781-2729.



Join us for the 2005 LifeSavers' Martini Mania.

Proceeds from this fun event will help Martin Memorial digitize X-rays and other imaging results with a Picture Archive and Communications System.

Date: Friday, March 4, 2005

Time: 7 to 11 p.m.

Location: Elliot Museum on Hutchinson Island

Admission: \$50 per person

Admission price increases to \$75 per person on February 19, so buy your admission now!

The event will feature a martini bar, beer and wine, and music by Bobby and the Blisters. Dress is "smart casual."

Purchase tickets at [www.mmhs.com](http://www.mmhs.com) (click on the "Martini Mania Tickets" button). Or, call (772) 223-4921.



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Note: When planning to make a gift of stock, please call the Martin Memorial Foundation office at (772) 223-5635 first to confirm an account number. Some account numbers have recently changed.



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