James H. Basler of West Bend passed away on August 3, 2016, at the Cedar Lake Home, at the age of 90. He graduated from Slinger High School as Valedictorian in 1942, and had a life-long passion for farming and working in his machine shop. He loved the joy of the simple things in life.

Several years ago he visited Community Memorial Hospital and was especially interested in the Emergency Department. When he moved from his West Bend home to an assisted living facility in 2013, he donated the proceeds from the sale of his house to Community Memorial Hospital’s Emergency Department. “This gift gave a tremendous boost to the capital campaign the Foundation launched in 2015 to raise support for expanding and renovating the hospital’s Emergency Department,” said Kerry Freiberg, the Foundation’s Executive Director.

But that was just the beginning of Mr. Basler’s generosity. In his will, he left a gift of $1.2 million to Community Memorial Foundation, designated to the Emergency Department.

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To Our Foundation Friends:

Welcome to the year-end issue of Foundation Exchange! 2016 has been another exciting and eventful year for the Foundation. We successfully completed Our Community Promise: Securing Premier Emergency Care Close to Home – our Capital Campaign to expand and renovate the Community Memorial Hospital Emergency Department. The generous response from our volunteers, donors, patients and friends will ensure that our Emergency Department will be here to meet the health care needs of our growing community, now and in the future.

Our 2016 special events brought together many of our old friends as well as new ones. Spring Splendor, the Golf Classic, and Wheeling for Healing, as well as our Fashion Show in October, are all highlighted in the pages of Exchange. We hope you enjoy revisiting these good times for a good cause, and make plans to join us for one or more of our events in 2017!

In 2016, thanks to you, the Foundation has provided vital sign monitors for Surgery Services, vein viewers for patient care areas, equipment to make patients more comfortable when undergoing treatment for cancer, manikins and educational books for the Birth Center, expanded the ImPACT concussion program to prevent and treat injuries for area high school athletes, and much more.

This issue of Foundation Exchange highlights our Philanthropy Award recipients Debra and Marty Schallock, a major legacy gift from James H. Basler, a state award recognizing the exceptional work of our long-time partnership with Bobbie Nick Voss Charitable Funds, and many other ways we work together to build a healthy community. You -- our friends, donors and volunteers -- make all these accomplishments possible!

We give thanks for your friendship and support -- now and all year long. We wish you and yours a joyful and healthy holiday season!

Your Partner in our Healthy Future,

Kerry J. Freiberg
Executive Director
Community Memorial Foundation

COMMUNITY MEMORIAL FOUNDATION
MISSION STATEMENT
Community Memorial Foundation promotes and enhances the health of all individuals in our community through the development and management of resources in collaboration with the mission of Community Memorial Hospital.
The mission of the health system and its hospitals is to advance the health of the communities we serve through exceptional care enhanced by innovation and discovery.

COMMUNITY MEMORIAL FOUNDATION
BOARD OF DIRECTORS
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Marty Schallock, Vice Chairman
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Kerry J. Freiberg, Executive Director
Community Memorial Foundation
Tom Knoll, Treasurer
Community Memorial Foundation
Plans are underway to name a Trauma Room for Mr. Basler, as a lasting tribute to his selfless commitment to the hospital's future. “He was such a quiet and modest man, but deeply concerned about making a lasting difference in the world,” Kerry commented. “We are deeply honored that the Foundation was chosen by Mr. Basler as the recipient of this extraordinary legacy gift, which will contribute to the health and well-being of so many residents of our community, now and for decades to come.”

This is the largest legacy gift in Community Memorial Foundation’s history.

Meet Christine Evans...

Since June 2015 when Christine began her career at Community Memorial, the menu has seen significant variety and improvement. It’s always fun to see what new item she has created or what is new on the fabulous salad bar. Keeping health and nutrition at the forefront, the deep fryer has gone away and is replaced by baked items such as baked waffle fries, sweet potato fries and pickle chips.

Christine is fabulous at catering special in-house events as well. Her menu for the annual donor reception always receives highest compliments as do her sit-down dinners. Her special touch and tasty entrees compete with the finest restaurants in the area.

Christine’s background is varied. She received a degree in Psychology from Beloit College, then moved to New York and graduated from the Culinary Institute of America in Hyde Park, New York. She trained at Aquavit in New York City as well as serving as Sous Chef at the high-end Four Seasons Hotel in New York City in the 1990’s, where they grossed over $6 million dollars in catering a year.

Christine and her husband, Peter O’Shea, decided to move back to Wisconsin in the early 2000’s. While their children were young, Christine was a stay-at-home mom. But as they got older, she decided to go back to school and graduated in 2014 from Mount Mary as a Registered Dietitian. One of her high priorities is quality customer service. In fall of 2011 she began her position at St. Joseph’s Hospital in West Bend as a dietary clerk. The flexibility of this position was ideal for Christine at the time. When the Chef position became available at CMH four years later, Christine was a perfect fit.

Christine, her husband, and two daughters, ages 13 and 9, reside in Whitefish Bay. Peter is an educator in Racine. While Christine’s life at home and career are very busy, she is happy to be at Community Memorial and work with a great staff. And we are glad she is here! If you are looking for a different place for lunch or dinner, come visit the cafeteria at Community Memorial Hospital!
Mark Your Calendars

Blood Drives
Thursday, February 2, 2017
2:00 - 7:00pm
Treiber Conference Center
Walk-ins welcome, but appointments available at www.bcw.edu/menfalls

Be Strong Stay Strong: Strength Training Class
Tuesdays & Thursdays, January 10 – March 16
8:30 - 9:45am
Treiber Conference Center
Cost: $20. Call 262.548.7789 to register.
Program collaboration between CMH & UW Extension Waukesha County

27th Annual Spring Splendor – The Magic of CMH
Saturday, April 22, 2017
Historic Pritzlaff Building, Milwaukee

19th Annual Golf Classic
Monday, June 19, 2017
North Hills Country Club, Menomonee Falls

20th Annual Wheeling for Healing Bike Ride
Saturday, August 12, 2017
All routes begin and end at Community Memorial Hospital

For event information, visit: communitymemorialfoundation.org or call 262.257.3761

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Colorectal Cancer Screening Project Receives WHA Foundation's Global Vision Award

In May 2008, Community Memorial Foundation and the Bobbie Nick Voss Charitable Funds (BNVCF) joined forces to advance education and awareness about prevention and early detection of colorectal cancer, particularly the importance of colonoscopies and other screening tests to find cancer early and save lives. In September, the Wisconsin Hospital Association Foundation recognized the work of this important collaboration with its Global Vision Community Partnership Award.

A 2015 community health assessment showed that only 62% of Waukesha County residents over the age of 50 had a colonoscopy, a percentage unchanged since 2009. And for those without insurance, the rate was even lower. Driven by their aligned missions, Community Memorial Foundation and the Bobbie Nick Voss Charitable Funds developed the Colorectal Cancer Screening Project, providing colonoscopies for individuals at-risk and without adequate insurance or resources to pay for the procedure.

Patients were referred by the Community Outreach Health Clinic, established by CMH in 2000 to provide essential medical care to the uninsured.

Over the past eight years, the program has provided colonoscopies to 136 uninsured patients identified as at-risk for colorectal cancer, resulting in early diagnosis or prevention of this potentially deadly cancer in many of the patients screened. Community Memorial Hospital and Froedtert & the Medical College of Wisconsin Community Physicians Dr. Syed Mehdi and Dr. Cristino Canga provide their expertise. In addition, the program has educated thousands of people within the community about recognizing symptoms, prevention strategies, and the critical importance of early diagnosis and scheduling a colonoscopy. With BNVCF funding, the Foundation recently purchased a Mega Colon, an interactive learning tool that opens conversations and builds awareness about the powerful benefits of screening.

The WHA Foundation's Global Vision Community Partnership Award is a competitive grant award created in 1995 to recognize the efforts of WHA members in meeting the documented health needs in their communities through creativity, innovation, partnership, and collaboration. To date, the Award has honored 42 innovative programs in communities throughout Wisconsin.
New Hospital Leadership Named

Dennis Pollard, who has served as president of Community Memorial Hospital and Foundation since 2009, will be transitioning out of those roles to focus full time on his role as Froedtert Health’s executive vice president and chief operating officer in 2017.

“Our system is at an important stage in its development; and as we continue to build our system of care I am finding that the scope of all of my various roles is expanding. With the best interest of our health system and community hospitals in mind, I feel a need and responsibility to focus my future service,” Dennis explained.

Born and raised in Menomonee Falls, Dennis joined Community Memorial Hospital in 1990. During his tenure, he thoughtfully encouraged the Foundation Board to consider new programs or services by always considering the needs of local families and our community. “In guiding the Foundation Board through an ever-changing healthcare environment, I have admired Dennis’ ability to keep the Board focused on his top priority – serving our community,” said Kerry Freiberg, Foundation Executive Director. “He is an exceptional leader, a patient advocate, and a community volunteer, who leads by example with honesty and integrity.” Dennis will retain a strong connection to Community Memorial Hospital as a member of the CMH Board of Directors.

The new president of Community Memorial Hospital is Teri Lux, RN, MSN, currently Vice President, Patient Care Services, and Chief Nursing Officer, Community Hospital Division. Teri joined CMH in 1999 as an Acute Care Nurse Practitioner, progressing through a variety of leadership roles over the years. Watch for more news about Teri in future issues of Exchange.
Community Memorial Foundation’s annual donor reception and celebration was held on Thursday, September 29. Kerry Freiberg, Executive Director, thanked our generous donors and provided updates on Foundation projects and events to almost 100 guests. Dennis Pollard, President, shared hospital highlights and introduced Rhoda, a “comfort dog” at CMH. Rhoda brightens the day for patients in the hospital during her twice-weekly visits.

Greg Van Winkle, MD, was the guest speaker for the evening. Dr. Van Winkle is the Medical Director, Neuro-Musculoskeletal Clinical Service Unit. He highlighted the features of the new Joint and Spine Center on the Community Memorial Hospital campus. He talked of the steps along the way for the Center to come to fruition and the excellent clinical quality of the program. The Joint and Spine Center at CMH is a destination for total joint (and soon spine) excellence for southeastern Wisconsin.

Marty and Debra Schallock were recognized as Community Memorial Foundation’s 6th annual Philanthropy Excellence Award recipients at this annual event. This award goes to individuals who:

- Demonstrate a record of exceptional generosity through volunteerism and/or monetary gifts
- Significantly improve the quality of life in our community
- Motivate others to provide philanthropic support and
- Build community relationships

Marty and Debra have met these criteria for many years and continue to do so. They have gone above and beyond for Community Memorial Hospital and have given generously of their time, talents and treasure.

Marty and Debra are owners of Malkin’s Flooring in Menomonee Falls. The Shallocks are familiar faces at nearly every local event, collecting Food Pantry donations at parades, Falls Fest
and other events, opening their company’s warehouse to the Girl Scouts for cookie pick-up, helping with sorting and loading, and leading their employees in collecting Food Pantry and Toys for Tots donations every year. Marty also serves on the boards of the Menomonee Falls Food Pantry, the Business Advisory Council for Easter Seals Southeast Wisconsin, and is a former board member of Old Falls Village Historical Society and the Menomonee Falls High School Scholarship and Education Foundation. Marty was also a two-term President of the Menomonee Falls Chamber of Commerce. Debra is a former Board member of Children’s Community Center in Menomonee Falls.

From 2000 to 2004, Marty served on the Community Memorial Foundation Board of Directors, and rejoined the Foundation Board in 2011. He was one of the co-chairs for the recent Emergency Department Capital Campaign. Marty and Debra were co-chairs of the highly successful 21st annual Spring Splendor in 2011 – the hospital fund-raising gala. They worked tirelessly to recruit sponsors, donors and volunteers for the event, which raised nearly $160,000 for the Emergency Department at Community Memorial Hospital.

Besides Community Memorial Hospital, other organizations that have benefited from the Schallocks’ generosity include the Tri-County YMCA; Little Leagues of Menomonee Falls, Germantown and Butler; Menomonee Falls High School and Germantown Community Scholarship Funds, the Optimist Club of Menomonee Falls, Susan G. Komen Foundation, and the Police and Fire Departments of Menomonee Falls and many others.

Marty is a graduate of Leadership Menomonee Falls, a recipient of the 1999 Sam Walton Business Leader Award and numerous Menomonee Falls Chamber of Commerce awards, including Citizen of the Year. In 2005, he was inducted into the Menomonee Falls High School Wall of Recognition, which honors graduates for outstanding community achievements.

They not only make strong personal commitments, but rally others to donate and volunteer on behalf of the many worthy causes and organizations they support, both personally and professionally.

As Dennis Pollard stated in his message: “We all know that behind every successful person is a supportive partner. That works both ways for Marty and Debra. And, on top of it all, they are genuinely nice people! It makes me proud to know folks like Marty and Debra.”

Our heartfelt gratitude to Marty and Debra Schallock. Thank you for being part of our hospital family and the community.
AFP Luncheon Honors Community Memorial Foundation Donors

The Southeast Wisconsin chapter of the Association for Fundraising Professionals held its 38th annual National Philanthropy Day recognition luncheon on Tuesday, November 8, 2016. Community Memorial Foundation was proud to be part of this day with nearly 700 guests in attendance at the Hyatt Regency Milwaukee.

Honored guests of Community Memorial Foundation were Harvey and Cindy Neu, Richard and Pamela Parker, Ryan Companies US, Inc. and Weas Development.

Joining our guests were Community Memorial Foundation’s Executive Director Kerry Freiberg; Donna Roesch, CMF Special Events Coordinator; Natalie Stolzman, CMF Special Events Coordinator; and Dennis Pollard, Community Memorial Hospital and Foundation President. We are continually grateful to our wonderful donors who support Community Memorial Hospital and its future.

Spring Splendor 2017: The Magic of CMH

Save the date for Community Memorial Foundation’s 27th annual Spring Splendor Gala – The Magic of CMH, presented by Ryan Companies US, Inc. Join co-chairs Eric and Angie Nelson on Saturday, April 22, 2017 for an unforgettable evening at the Historic Pritzlaff Building in Milwaukee to raise funds for Community Memorial Hospital. Guests will enjoy a cocktail reception, gourmet dinner, raffles, auctions and fun!

To sponsor the event, donate an auction item or for more information, please call 262.257.3761 or email donna.roesch@froedtert.com.
Fall fashions and breast cancer awareness were the focus of Community Memorial Foundation’s Fashion Show and Luncheon on Friday, October 21. WISN 12 meteorologist Lindsey Slater served as the event emcee as 175 guests enjoyed an afternoon of silent and live auctions, raffles, fashion and more at the Hilton Garden Inn Milwaukee Park Place.

All fashion show models were breast cancer survivors who received care at Community Memorial Hospital. Women’s fashions were provided by Robin’s Nest and A.J. Ugent Furs and men’s looks were furnished by Kleider Ltd. and A.J. Ugent Furs. Stan’s Fit For Your Feet provided footwear for all models.

The Fashion Show & Luncheon raised nearly $11,000 to benefit the Breast Center at Froedtert & the Medical College of Wisconsin Community Memorial Hospital. We extend our gratitude to the models, event attendees, auction and raffle donors, volunteers and staff who made this event possible.
A Time for Counting - and Sharing - Your Blessings

The end of another year is cause for celebration and sharing with family and friends … and remembering those who are not as fortunate. It’s a time to reflect on what is most lasting and meaningful in our lives, and a time when people often decide to make charitable gifts. You not only have the personal satisfaction of helping an organization whose mission you believe in; you can also extend your generosity by taking advantage of tax incentives. Smart tax planning means your gift’s actual “cost” to you is less than the benefit received by your chosen charity.

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Charitable IRA Rollover Option is Now Permanent

After years of expiration deadlines and last-minute extensions, the charitable IRA rollover was signed into law in December 2015, making this popular planning option permanent. The charitable IRA rollover, or qualified charitable distribution (QCD), is a special provision allowing donors to exclude from taxable income, and count toward their required minimum distribution, transfers of Individual Retirement Account (IRA) assets that are made directly to public charities, such as Community Memorial Foundation.

If you are age 70½ or older, you can donate up to $100,000 per year to qualified charities. A QCD can be made tax-free to help minimize your taxable estate and fulfill your charitable goals, all while satisfying your annual required minimum distribution. This is one of the most tax-efficient charitable giving strategies for taxpayers who qualify. As with any gift to Community Memorial Foundation, you can choose how you would like your gift to be used. Contact your investment or tax advisor to discuss whether a QCD makes sense for you— in 2016, or in plans for future tax savings.
Imagine what your gift can do for Community Memorial Hospital and the patients we serve:

- Our state-of-the-art Cancer Care Center gives hope and healing to countless patients and their families;
- The Heart and Vascular Center saves lives and shortens recovery times when every second counts;
- The Women’s Center is designed to meet the needs of all women, at every stage of life, including the most advanced care for breast cancer patients and a full spectrum of prenatal services for both normal and high-risk pregnancies;
- Our Emergency Department delivers immediate, coordinated urgent care from a team of medical specialists trained in trauma care;
- The Community Outreach Health Clinic serves as a lifeline for hundreds of people each year with no or inadequate health insurance;
- The Healing Garden offers comfort and renewal to patients, families and caregivers while honoring loved ones with a permanent memorial.

A gift of cash is fully deductible up to 50% of your adjusted gross income. Gifts of stock, mutual funds, or real estate, especially those that have appreciated in value, are smart choices, since donating them to a qualified charity can provide significant tax savings. Planned gifts, such as bequests, life insurance or retirement accounts, can help you make a lasting difference far into the future, without affecting your current assets. Individuals who have remembered Community Memorial Foundation with a planned gift, in any amount, will become members of the Evergreen Society – our way of saying Thank You for investing in the future health and vitality of our community.

Community Memorial Foundation’s website makes your year-end gift-giving easier than ever. Just go to our website at communitymemorialfoundation.org, then click “Give Online.” You can designate your gift to the program or service area most important to you. Or, if you prefer, complete the form on the back cover and return to Community Memorial Foundation. All gifts made by December 31 will be acknowledged and are tax-deductible as allowed by law.

For more information, call the Foundation at 262.257.3760.
Honor or remember friends or loved ones with a **Gift from the Heart** . . .

. . . *a special way to show you care.* Remember birthdays, anniversaries, holidays… say I’m sorry for your loss, I’m thinking of you, or Thank you! A gift to Community Memorial Foundation is always appropriate, always appreciated, and always in good taste! Both you and the recipient will have the satisfaction of contributing to a stronger, healthier community.

You can designate your gift to the cause closest to your heart. Send to:

**Community Memorial Foundation**

W180 N8085 Town Hall Road

Menomonee Falls, WI 53051

- ☐ $___________ is enclosed. ☐ Check ☐ Cash
- ☐ Please charge my Credit Card for a gift of $___________ ☐ VISA ☐ Master Card ☐ Discover ☐ American Express

Card Number ________________________________ Expiration Date _______ Signature ____________________________________

Please designate my gift to

- Cancer Care Center
- Emergency Services
- Healing Garden
- Joint and Spine Center
- Heart and Vascular Center
- Patients First Fund
- Community Outreach Health Clinic
- Women’s Health Center
- Other______________________________
- Surgery Services
- Greatest Need

My gift is in Honor/ Memory of ____________________________________________________________

My name:__________________________________ My address: ___________________________________________________________

Please notify recipient or family of my gift

Name_____________________________________Address ______________________________________________________________

Or donate online at communitymemorialfoundation.org