

An Unexpected Life

Just about everything Harry O'Daniels, Jr. has experienced in his 66 years has been unexpected. The great, the not-so-good and everything in between.

The eternally optimistic Milwaukee resident takes whatever comes his way with a big smile, a contagious laugh and these words: "I have passion for life and I'm going to continue to share the love I have for life because that's what strengthens me."

*"An amazing group of people in the Cancer Care Center made this journey possible and I will forever be thankful to them."
- Harry O'Daniels Jr., cancer patient*

Even so, it's hard to smile after hearing the words "you have cancer," and O'Daniels was no different than millions of other patients after hearing the diagnosis from his doctor in September 2018. A routine checkup showed elevated numbers in the prostate-specific antigen (PSA) test.

He nearly fell over when Jeffrey Bejma, MD, urologist with the Froedtert & the Medical College of Wisconsin Town Hall Health Center, called with the diagnosis of prostate cancer.

He cried with his wife, Faith, his five kids and five grandkids as he revealed the news. "I told them I'm not dying so get that out of your head," he recalls. "But I knew I was sick."

Prostate cancer is one of the most common types of cancer in men. Prostate cancer increases as males age and, for reasons not yet determined, black men carry a greater risk of prostate cancer than men of other races. The cancer is more likely to be aggressive and advanced.

When detected early and when it's still confined to the prostate gland, prostate cancer has a better chance of successful treatment.



▲ *Malika Siker, MD, and Harry O'Daniels, Jr.*

O'Daniels believed he was in the best hospital to treat cancer. He quickly met with Malika Siker, MD, radiation oncologist, to establish his treatment schedule. He received radiation therapy for 49 days from a team of nurses, technicians and specialists who treated him with dignity and respect.

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To Our Foundation Friends:

Welcome to the winter issue of *Foundation Exchange!* As the seasons have changed before our eyes, there has been a flurry of activities around Community Memorial Foundation.

This fall marked the 30th anniversary of Community Memorial Foundation! For 30 years, Community Memorial Foundation has been caring for the community thanks to donors, volunteers and community members who share our passion and our mission. Our ongoing impact on the hospital is a direct reflection of the kind and generous spirit for which the hospital on the hill was built 55 years ago. The hospital may have a new name (see the story on Page 3), but that has not changed our mission or the values-driven care that is delivered to patients every single day. There always has been, and there continues to be, something very special about this place.



Because of the generosity of more than 900 donors this past year, Community Memorial Foundation has continued enhancing the exceptional care patients receive, providing a robust scholarship program for students pursuing degrees in health care and supporting the strategic direction of the hospital to ensure that this remains a very special place where everyone feels part of our family.

In this issue we share the story of a grateful cancer patient who is now healthy and thriving in remarkable ways with a passion to share his joy with everyone he encounters. This issue also recognizes the 2019 recipients of the Philanthropy Excellence award, the Outstanding Community Partner award

and the Stellar Staff award. We also recap other wonderful events including the Fashion Show & Luncheon that celebrates breast cancer survivorship and the Quarter Century Club event that recognizes employees who have dedicated 25 years of their lives to serving the hospital. These are just a few of the remarkable moments that have been shared recently.

As we enjoy this time of year with our families, may we all share our gratitude for each other and express kindness and generosity in meaningful ways.

I wish you and your family a happy and healthy holiday season!

Be well,



Jessica L. Mulligan
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 Froedtert Menomonee Falls 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.

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This is a very special place...



Name Change: Froedtert Menomonee Falls Hospital

On Nov. 18, Community Memorial Hospital's name was changed to Froedtert Menomonee Falls Hospital.

The tradition, legacy and culture of Community Memorial Hospital that began 55 years ago will remain at the forefront of operations.

Over the years, the Froedtert & the Medical College of Wisconsin health network has evolved from a health system with an academic medical center to an integrated, academic care delivery network.

"While change can be hard as we have a sentimentality around our Community Memorial Hospital legacy, this is truly a testament to the work we do daily of being more than that of a typical community hospital," said Teri Lux, president of Froedtert Menomonee Falls Hospital. "After all, we are not typical; we are amazing at what we do every day."

Recent research reveals that communities recognize all that is available in their local area. Patients have high esteem for the name "Froedtert," but typically don't associate the name with the community hospitals in Menomonee Falls and West Bend.

"Recent surveyors from The Joint Commission even commented on the vast capabilities here in Menomonee Falls, similar to those of an academic medical center," Lux added. "This name change is absolutely the right thing to do for our patients and as we move our academic health delivery network forward."

Informed by this research, the decision was made to rename Community Memorial and St. Joseph's Hospitals. St. Joseph's will be renamed Froedtert West Bend Hospital.

These name changes emphasize the capabilities of all Froedtert hospitals and more closely aligns them with the health system. This also enables the health system to better prepare for potential future growth and market change.

"Our patients trust the Froedtert name in health care. Our name change will give them the best of both worlds, academic care delivery with kindness and compassion for our community – it's what we do better than anyone else."

*-Teri Lux,
president of Froedtert
Menomonee Falls Hospital*

Members of the former Community Memorial Hospital Board of Directors are supportive of this change, expressing pride in being part of the Froedtert & the Medical College of Wisconsin system and gratitude for the level of care offered to local residents.

"The opportunity now is to help the region recognize the value in all the hospitals. By emphasizing the location and the Froedtert name, we can show consumers they don't have to go to Milwaukee to have access to the good things for which Froedtert is known," said Cathy Jacobson, president and CEO of Froedtert Health.



Three Decades of Support for the Hospital on the Hill

Dear Foundation Friends:

This fall has been a very exciting time for Community Memorial Foundation as we celebrated the foundation's 30th anniversary!

On October 3, 1989, Community Memorial Foundation was officially launched with a balloon release symbolizing the "lift off" of our mission to raise funds to purchase state-of-the-art medical equipment, develop new programs and services, expand patient and community education, and provide charity care.

Fast forward 30 years and we continue to do just that guided by a mission to promote and enhance the health of all individuals in our community through the development and management of resources in collaboration with the mission of the hospital.



As I reflect on the impact of the past 30 years, I am incredibly proud of the magnificent work that can be achieved in our community when we work together for the good of others. I want to personally thank you for being part of this journey with us as we have worked together to achieve our mission and care for those in need.

It is because of the generosity of thousands of donors that Community Memorial Foundation has raised

\$23 million and granted \$13 million during the last 30 years. In 1989, foundation leaders knew that it would be important to formalize the fundraising efforts for the hospital. Through 20 years of involvement, I never could have imagined we would build the strength and stability that we have today to support and enhance the exceptional care delivered across the hospital. We could not have done this without you!

As we look forward to the next 30 years, we know that the needs of the hospital will continue to evolve. We are committed to carrying forward the traditions that have made a tremendous impact while pursuing our mission to support the miracles that happen at the hospital every single day. I look forward to the impactful work that we will continue to achieve together!

With gratitude,



Sharon Ellis
Volunteer Chair
Community Memorial Foundation Board of Directors





\$23 million
RAISED



\$13 million
GRANTED BACK TO THE HOSPITAL

\$91
thousand

IN SCHOLARSHIPS ANNUALLY TO
STUDENTS PURSUING DEGREES
IN HEALTH CARE



Annual Fundraising Events

Spring Splendor Gala
Golf Classic

Wheeling & Heeling
Fashion Show

Over **\$300,000** raised annually through special events

Community Memorial FOUNDATION



900+
donors annually

Ways to Support:

- Monetary Donations
- Donate an Auction or Raffle Item
- Attend Events
- Corporate Matching Gifts
- Planned Gifts
- Charitable IRA or Stock Gifts
- Tribute Gifts
- Volunteer

54 Evergreen
Society Members

who have pledged a donation
or who have made a gift upon
their death



3 Capital Campaigns



1992-1994 – Cancer Care Center

2000-2002 – Heart and Vascular Center
and Women's Health Center

2015-2016 – Emergency Department
Expansion

The Season of Giving

Community Memorial Foundation supports the mission of Froedtert Menomonee Falls Hospital on a daily basis because of the generous spirit of our donors.

This year more than **900 foundation supporters** stepped forward by making a donation or attending one of our signature events.

We are **grateful** for the **selfless acts of our donors**. Donations made to the foundation for the hospital change the lives of patients, improve patient safety and give patients a more comfortable experience during a vulnerable time.

During this **season of giving**, we thank you and highlight some of the ways contributions have supported the hospital during the last year:

- **\$617,395** to support the hospital which includes...
 - **\$252,000** for **Surgical Services**
 - **\$35,000** for the **Cancer Care Center**
 - **\$13,000** for the **Breast Care Center**
 - **\$235,000** to support **16 departments** including the ACE Unit, Behavior Health Services, Cardiac Diagnostics, Cath Lab, CT Department, Outpatient Wound Care, Pulmonary Services and Speech Therapy.
 - **\$91,000** for **scholarships** for students studying health care related fields, ensuring that there are trained health care professionals for coming generations
 - **\$150,000** for the **Community Outreach Health Clinic**, located at Froedtert Menomonee Falls Hospital. The clinic, comprised of dozens of volunteers and several staff members, is a destination for those in need of health care who are uninsured or underinsured. In the last year more than **1,000 visits** were made to the facility.



As we bid adieu to 2019, consider making a year-end gift to Community Memorial Foundation for your good health, a family member's health, a tribute or honor to a loved one or a way to say thank you for your blessings.

There are multiple ways to support the foundation which brings hope and joy to patients at Froedtert Menomonee Falls Hospital. Donations can also be designated to support student scholarships.

- **Cash, check or credit card** information can be sent to Community Memorial Foundation or dropped off in the office. Please complete the back cover of this newsletter.
- **Online gifts** can be made at communitymemorialfoundation.org
- **Gifts** from a **retirement account**
- **Gifts** to satisfy **Required Minimum Distributions** for those who are at least 70 ½ years old
- **Gifts** of **stock, mutual funds, real estate** or **business interests**
- **Legacy Gifts:** Name Community Memorial Foundation as a beneficiary of your retirement account, will or trust, life insurance, bank or brokerage account or real estate deed. Designations are simple, and the foundation can be named as a sole or partial beneficiary at whatever percentage makes sense for your personal goals.

The foundation office on the Lower Level of the hospital will be open daily except for Tuesday, Dec. 24, Wednesday, Dec. 25 and Wednesday, Jan. 1, 2020.

For more information about specific daily hours, please call 262-257-3200.

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“They were professional and warm and kind to me. I was nervous at first because I would need to undress to receive radiation and I was embarrassed,” he said. “But everyone made me feel so comfortable and soon I got past my fear and my embarrassment.”

That comfort level began when he first walked in the Froedtert & the Medical College of Wisconsin Cancer Care Center at Froedtert Menomonee Falls Hospital and was greeted by the professionals who sit at the registration desk to the technicians who offered him blankets and spoke to him calmly about the procedure he would experience daily.

“Everyone in radiation oncology made me feel special, and they treated me so well,” he said.

Radiation made him weak and emotional. He still managed to work as a software consultant and even maintained a side job as an attendant at a Brookfield gas station, joking with customers and brightening their days with his easy-going demeanor.

“I just refused to let cancer hold me back,” he said.

A native of Saginaw, Michigan, O’Daniels said he had an idyllic upbringing with one brother and three sisters and loving parents. He attended a small school where English was his favorite subject, and he remembers his 8th grade teacher, Ms. Thompson, telling him that he could live out his dreams as long as he learned to communicate well.

“She would say to me: ‘Harry you will write correctly and you will speak correctly.’ Since then I have used everything given to me as a child to make it in the world.”

After high school, he moved to Chicago and worked for Illinois Bell in the technology department. He loved a good challenge and spent hours understanding how computers worked.

“I have a knack for solving problems,” he said.

He left his job at Illinois Bell to become a legislative correspondent for Illinois Congressman Augustus Savage, a progressive representative for Chicago’s South Side. A move to Washington, D.C. in the early 1980s had friends calling



▲ *Harry O’Daniels, Jr. and the nurses and medical staff members who assisted and cared for him during radiation treatments in the Cancer Care Center.*

O’Daniels “Harry on the Hill.” He credits Savage, known for his hard-charging personality, with building his confidence.

O’Daniels found the political scene in Washington to be collaborative and he enjoyed the camaraderie he shared with others even if their views were different. “There was a sense of belonging to something greater than myself and I was more than just this kid from Saginaw,” he recalls.

A stint at the U.S. Department of Defense working on software technology and receiving high level security clearance was another unexpected twist in his life.

When his time in D.C. ended, he returned to Chicago. He found various jobs as a software consultant and raised his family.

“I loved being a dad and reading to them, teaching them what I knew they should learn and playing basketball,” he said.

However, he didn’t always live a healthy lifestyle – cigarettes and alcohol were a habit for too long. But he straightened up after a mild stroke sidelined him seven years ago. Now he’s a regular at the West Suburban YMCA in Wauwatosa in the early morning hours.

He moved to Milwaukee eight years ago and ever since has worked as a software consultant for various companies in and around the city.

For relaxation at home, he reads, writes poetry and short stories surrounded by his many plants, listens to spiritual music and plays the kalimba – an African musical instrument with 17 keys that are played using thumbs and fingers.

“I could not have planned this life and I believe that every circumstance I encountered is a building block,” he said. “But really my faith in God is bigger than anything else.”

He even considers his cancer diagnosis to be a blessing because he can now share his story and encourage others to keep a positive outlook.

“That’s my mission in life – to share my story,” he said.

“I just refused to let cancer hold me back.”
- Harry O’Daniels Jr., cancer patient

Now Appearing Across the

Advancing the Way We Deliver Exceptional Care

Gelli-Rolls

When you first hear “Gelli-Rolls” you may think of a high-calorie breakfast treat but when those words are used in the Operating Room, it signals one of the latest innovations in surgery.

After reviewing years of data on patients’ body temperatures after surgery, medical staff noted that on average about 25 percent of patients were “coming in cold” as their temperatures were lower than between 36 and 38 degrees Celsius which is the desired range.



This temperature drop leads to a risk of increased blood loss and infection, and pain control is a challenge.

The blue Gelli-Rolls are placed underneath patients and this

reusable water blanket is encapsulated in polymer. Warm water is circulated continuously through the blanket to maintain temperature.

Results have shown the rolls reduce hypothermia during surgery, improve healing, prevent infection of wounds, maintain patient's temperature, optimize treatment of the patient and minimize the duration of hospitalizations.

“Normothermia is key and we’re now seeing patients who are warmer,” said Gregory Van Winkle, MD, medical quality safety officer.

“Start warm, stay warm is our mantra,” said Maggie Braun, RN, nurse educator in the OR.

Each operating room at Froedtert Menomonee Falls Hospital has a Gelli-Roll and patients can use the rolls before, during and after surgery.

I M P

STARSystem: Radial Arm Board

As more patients undergo cardiac catheterization procedures through the wrist rather than the groin, medical staff in the Cardiac Cath Lab were looking for ways to keep a patient’s arm stabilized yet in a relaxed comfortable position.

With urging from Jesse Martin, MD, a staff physician in the Cardiology Clinic, Dave Rabideau, nurse manager for the Cath Lab and Interventional Radiology, initiated the request last spring to purchase a radial arm board for catheterizations. There are nearly 1,400 catheterizations performed each year at the hospital.

Already the board is a huge success.

After lying on the bed in the Cath Lab, a patient stretches out his or her arm, placing it in a tray made of carbon fiber. The patient is instructed to hold a round handle at the end of the tray to keep his or her arm in place.

“The radial arm board is intended to support the patient’s arm while providing the physician with optimal positioning to access the vessel,” said Rabideau. “Patients are able to grip a

handle that rotates and hyperextends the wrist for access, but then is easily relaxed and repositioned for patient comfort.”

Once the arm is steady, the physician guides a diagnostic catheter into the coronary vessels and obtains pictures of the blood flow.



There is also a STARTable that attaches to the side of the bed where physicians can place supplies needed during the catheterization such as syringes and wires. The arm board also contains a thin layer of lead that provides radiation protection to medical staff in the cath lab.

“The cath lab staff really likes the radial arm board and it’s currently being used by all of the interventional cardiologists,” said Rabideau.

Hospital

Sometimes it's the smallest items that make the biggest difference. This year Community Memorial Foundation funded supplies requested by our medical and nursing staff that comfort patients, keep them safe and give them a better chance at healing quickly.

Blue Man Squeeze

Barb Jones and her unit-based practice council were trying to improve outcomes in Behavioral Health with patients completing individual recovery plans. It's important for patients to identify their symptoms, triggers and warning signs and then develop an action plan to manage their chronic illness.

The council realized that some patients were discharged without following through on expectations for relapse prevention. The team was looking for an incentive to help with follow through and keep patients on track.

Patients were given a challenge: complete treatment plans and receive a stress reliever in the shape of a blue happy-face human figurine. They squeeze the spongy blue human each time they feel overwhelmed or stressed.

The challenge was met and the department has handed out hundreds of the little blue stress relievers.

“This has been a great incentive,” said Jones, director of Behavioral Health Services. “While it does allow patients to relieve stress it also reminds them of all the hard work they've completed and it's a reminder of their recovery plan.”



The unit has seen a dramatic shift with more patients completing their recovery plans and, in the end, managing their illness after discharge.

A C T

Games, Dolls, Stuffed Animals and Other Supplies for ACE Unit

Nurses and staff on the Acute Care for the Elderly (ACE) Unit say the new supplies that fill their closet are bringing plenty of smiles to patients.

The comfort items include games and other activities along with stuffed animals and baby dolls. The dolls give patients the opportunity to rock and cuddle a baby of their own.

Fidget mitts contain strands of ribbons, beads, buttons and various fabrics and textures both inside and outside the mitt. They provide visual, tactile and sensory stimulation as well as having the added benefit of keeping hands warm. The mitts are proven to calm patients who are anxious, confused and upset about being in the hospital.

Also included are pocket talkers – headphones with an attached device that amplify sounds closest to the listener while reducing background noise. They are ideal for one-on-one conversations and small groups. The listening devices are appreciated by patients,

families and staff. By hearing better, patients can be more involved in their care.

“The supplies the foundation provided allowed for heartfelt and much needed support for the older adults on the ACE unit. The goal is to use the supplies to help prevent delirium and to distract our elders from worrying about necessary medical treatment,” said Linda Kysely, RN, nurse manager for the ACE Unit. “Our staff feel more empowered to make a difference when they can go to the closet and offer something to sooth, relax or distract their patients.”



Moms, Mammograms and Shared Sisterhood

Fashion Show Co-Chairs Stacy Cornette & Martha Barbera

With their young sons classmates at St. Mary Parish School in Menomonee Falls, Martha Barbera and Stacy Cornette spent time watching basketball and baseball games, making trips to the local ski hills, planning school parties and fundraisers. When the boys graduated and went to different high schools they lost touch.

Breast cancer brought them back together.

Stacy's routine mammogram in February 2016 revealed that she had Stage 2 breast cancer. Shocked and still reeling from the news, she shared her diagnosis on Facebook. Within minutes Martha called.

Martha, who lives in Elm Grove, knew from experience what Stacy was about to endure. In Fall 2014 Martha was diagnosed with Stage 1 breast cancer.

Suddenly, the two were talking about chemotherapy, radiation, scarves, hair loss, fatigue and recovery. Both were treated at Froedtert & the Medical College of Wisconsin Community Memorial Hospital.



▲ *Co-Chairs Stacy Cornette & Martha Barbera*



▲ *Joining co-chair Stacy Cornette are girlfriends Kimberly Ward, Donna Grimm, Deb Krecji and Missy Vraney.*

While their cancers were slightly different their outlook about defeating the disease was on the same page: positive, upbeat and powerful.

That message has stayed with them and as co-chairs of the Community Memorial Foundation Fashion Show and Luncheon they decided on an empowerment theme. They led the effort with their motto of "Smile, Sparkle, Shine." "What I tell people is to fight this disease with all that you have but to also live your life," said Martha.

Martha's family history of cancer – her mother and two sisters have all battled various forms of breast and ovarian cancer – put her on warning that she may not escape the disease. Still, she was surprised when the diagnosis arrived.

"But I trusted my cancer care team and I followed our agreed upon treatment plan," she said.

Stacy, an only child with no family history of breast cancer, said one of the worst parts of her five months with chemotherapy, a lumpectomy and radiation, was watching her mom and family worry. You never know how those close to you will handle your diagnosis.

Both women said they didn't find losing their hair altogether awful and they wore scarves and head wraps to keep warm and remain fashionable. In fact, one of the first time the ladies reconnected was during Stacy's first chemo treatment at the hospital when Martha visited and shared some of her favorite scarves and hats.

"Losing all the hair on my head wasn't so bad. But when I lost my eyelashes and brows – that was hard," recalls Stacy, who works from her Menomonee Falls home as manager of a pharmaceutical software company.

Each woman carried on with her life that included work, volunteering, raising young men and spending time with husbands and family. They carried on a normal schedule. They celebrated the end of their treatments as they modeled for the Fashion Show in 2017. They had a blast!

Today, both feel healthy and they're passing on what they learned during their cancer scares.

"You never think it will happen to you and then suddenly it does," said Stacy. "My advice is to let people help when they offer. Don't decline any help they give because they want to contribute. Also don't put off things you want to do until a better time. So book the trip and live your life. Do it now!"

Adds Martha: "We want women to feel empowered and confident that they can follow everything they have been told to do by their doctors and nurses and technicians at this wonderful facility. If we can motivate even one person and make her feel comfortable through this journey, we will be happy."

Smile, Sparkle, Shine

Annual Luncheon on Oct. 18 Featured Fall Fashions and Friendships and Celebrated Breast Cancer Survivors

Fall fashions, friendship and celebrating breast cancer survivors were the focus of Community Memorial Foundation's Fashion Show and Luncheon on Oct. 18.

Faye Wetzel, owner of Faye's Boutiques in Brookfield and Mequon, entertained the 195 guests by narrating the fashion show and offering tips about fall trends (which is all about animal prints, camouflage and jewel tones).

Guests during this inspirational day also enjoyed a silent auction, raffles and pop-up shops by Faye's, Kalon Boutique of Hartland, Neroli Salon & Spa, Kendra Scott Jewelry, Stan's Footwear and A.J. Ugent Furs at the Hilton Garden Inn Milwaukee Park Place.

Nearly \$13,000 was raised in support of the Breast Care Center during the event.

The models wore fashions and footwear by Faye's, Kalon, A.J. Ugent Furs and Stan's Footwear. Model hair and make-up was provided by Neroli. All models are breast cancer survivors who have been treated in the Froedtert & the Medical College of Wisconsin Cancer Care Network. This year three models are caregivers from the Cancer Care Center at Froedtert Menomonee Falls Hospital.

All proceeds from the fashion show support the Breast Care Center at the hospital. Proceeds are specifically used to help provide patients with items that assist with comfort post-surgery as well as materials to help navigate treatment options and recovery.

Thank you to our generous sponsors: **Froedtert & the Medical College of Wisconsin Center for Diagnostic Imaging, FORME Aesthetic & Vein Clinic, Strategic Wealth Partners and UnitedHealthcare.**

▼ 2019 fashion show models



Mark your calendar for
next year's event on
Friday, Oct. 16, 2020!

Recognizing Outstanding



▲ Hospital president Teri Lux, Pamela and Richard Parker & Sharon Ellis, foundation board chair

Philanthropy Excellence Award

In many ways Froedtert Menomonee Falls Hospital wouldn't exist if not for **Richard and Pamela Parker**, who were among the courageous group of local residents who worked to fulfill the wishes of a supportive community bringing a hospital to Menomonee Falls.

Pam Parker was employee #3 – right behind the fundraising secretary and the hospital administrator. A Marquette University College of Nursing graduate, she was working as a nurse in Stanley, Wisconsin, and jumped at the chance to be part of this groundbreaking health care initiative.

Pam was director of nursing when the hospital opened on July 1, 1964. She officially started with the hospital in December 1963 as those first three employees worked in an office above the old post office. She was charged with establishing a patient care delivery system procuring equipment and supplies and developing patient care policies,

procedures and protocols with needs identified in collaboration with physicians in the community.

She spent the next five decades at the hospital ultimately serving as chief operating officer supporting patient care initiatives and providing direction in multiple building projects until 2002 when she retired as COO and transitioned as administrative consultant until she officially retired in 2010.

Today, she rarely misses hospital events and she's quick to lend her "institutional knowledge" to questions from current staff members. Her attention to detail is astounding and she is quick to share stories about everything from hiring staff to welcoming the first patient at the hospital to providing input on facility design that met patient care needs. She says her deep love for the hospital and the community kept her there for so many years.

Over 50 years ago, the young couple worked together to achieve plans and goals that today may be thought of as completely unreachable. Pam was the hospital staff member but dedication to the hospital was a true family affair, achievable only through the support, assistance and participation of the whole family. The Parkers raised five boys and as she jokes, "one hospital."

Dick Parker, a retired mechanical engineer, is an expert woodworker. He's created six wooden canoes as his legacy for his sons and family. He's also committed to support the growth of the hospital and its mission to serve the community with exceptional health care.

"It is an unfathomable dream of a health care professional to have the opportunity to set up and open a new hospital in a community that identified the need for expanded health services, and through their actions, supported establishing that hospital. It has been my privilege to have that dream fulfilled!" said Mrs. Parker.

Outstanding Community Partner Award

GO Riteway Transportation Group originated more than 60 years ago with four school buses serving Germantown School District. Today, it's a multi-state operation offering airport transportation, corporate transportation and group transportation while still sticking to its origins with school bus transportation.

GO Riteway owner **Ron Bast** was a founding member of Community Memorial Foundation, sitting on the volunteer board for 22 years from 1989 to 2011 and serving on the Board of Directors for Community Memorial Hospital from 1996 to 2015. He also served on the Froedtert & Community Health Board of Directors from 2006-2009, the Froedtert Health

Board of Directors from 2006 to 2015 and the St. Joseph's Hospital Board from 2006 to 2015.

GO Riteway never shies away from a request from the foundation, actively participating in the all three capital campaigns for the Cancer Care Center, Heart and Vascular Center and Women's Health Center and the Emergency Department Expansion.

Ron served for decades as auctioneer for the foundation's annual Spring Splendor Gala and his wife, Gail, chaired Spring Splendor in 2000. Ron also happily provides auctioneering services for the Golf Classic.

"As a local family company, we feel it's important to support the health of our community," he said. "The Bast family would like to thank the foundation for this honor and wishes the foundation continued success."



▲ RJ Bast and his daughter Kaylee Bast accept the award for GO Riteway

Supporters

Community Memorial Foundation is immensely grateful for the hard-working, passionate donors who give to the hospital in countless ways. We salute the 2019 honorees.



▲ Teri Lux, Larry Dux, Shelly Waala, vice president of Patient Care Services & Deb McCann, executive director of Patient Care Services

Stellar Staff Award

Larry Dux, a longtime hospital employee and director of patient care informatics & process improvement, is the recipient of the Stellar Staff Award. Now in its second year, the award is given to a staff member who supports the foundation in immeasurable ways.

When the call goes out for help, Larry is among the first to volunteer: he is hands-on with set up for Spring Splendor, Wheeling & Heeling and serves as a captain during the Staff Giving Campaign. Larry and his wife, Karen, donate auction items, most notably Badger basketball tickets to the Spring Splendor Gala.

Larry joined the health network in 1979 as a consulting management engineer as part of a shared services agreement with the four other hospitals in Waukesha County and joined the hospital full time in 2005. He is proud to work for the hospital and has seen the funds raised used to enhance the services provided to patients in the Cancer Care Center, Emergency Department and the recently-opened Joint and Spine Center. His desire to serve carries over to the Pewaukee School District where he has held a seat on the school board since 2002.

Larry is frequently asked why he gives to the foundation. His response is that it just feels like the right thing to do since he has used the services at the hospital and has experienced the exceptional care provided by the dedicated health care professionals.



Blessed by Donors

Annual Donor Appreciation Event Allows Community Memorial Foundation to Personally Thank Donors

Donors to Community Memorial Foundation were celebrated on Oct. 30 for their generosity in supporting programs and patient care at Froedtert Menomonee Falls Hospital.

The foundation relies on the kindness from more than 900 donors each year to raise funds for the hospital. The impact of those dollars stretches across many departments and touches thousands of patients each year.

“Thank you for helping to make a positive difference in the health of our local community, our friends, our neighbors, our families,” said Sharon Ellis, volunteer chair of the Community Memorial Foundation Board of Directors. “The hospital has always been a leader in health care. This past year has been no different. Many changes, but the constant is our commitment to caring for patients. Your hospital. In your community. Your gifts to the foundation have a lasting and significant impact on our patients and our community.”

Gregory Van Winkle, MD, a foundation executive board member and medical quality safety officer, talked to the crowd of about 120 people about the impact donations have made over the years.

“Stewardship is a way of life that requires that we give of our time, talent and treasure. Anyone who is successful in his or her career knows that you are constantly being asked for money and that you can’t support everything. My wife, Mariann, and I have been very intentional in our generosity hoping to create the greatest impact possible,” Van Winkle told the crowd.

During the ceremony the Philanthropy Excellence Award was given to **Pamela and Richard Parker**; the Outstanding Community Partner Award was given to **GO Riteway**; and the Stellar Staff Award was given to **Larry Dux**.

Thank you again to donors whose contributions improve the lives of patients and the entire community.



Hats Off to Longtime Employees

Sixteen inductees to the Froedtert Menomonee Falls Hospital Quarter Century Club

Community Memorial Foundation hosted the biennial Quarter Century Club dinner in September and recognized dedicated staff members who have served Froedtert Menomonee Falls Hospital (formerly Community Memorial Hospital) for 25 years or more.

They join a prestigious group of about 300 staff members and former staff members who make up the Quarter Century Club.

The evening was joyful as employees and retirees connected over dinner. The event is held every two years and all members of the Quarter Century Club are invited to the event to welcome new inductees.

Teri Lux, hospital president, along with Deb McCann, executive director of patient care services, Shelly Waala, vice president of patient care services, David Goldberg, MD, chief medical officer and vice president of medical affairs and Jessica Mulligan, executive director of the foundation, congratulated each recipient with handshakes and warm hugs.



Congratulations to the 2018 and 2019 inductees: Jayne Boeldt, Maryann Borrelli, Debra DeLuca, Kathleen Eichner, Michael Greilinger, Christine Mennecke, Karen Restivo, Susan Trad, Burton Vickery, Deborah Wiciak, Christine Barbee, Mary Ann Klabunde, Lyndall Naumann, Donna Poole, Rebecca Tetzlaff and Annette Volk.



▼ 2019 Inductees



▲ 2018 Inductees



Mark Your Calendars

Look For These Memorable Events In 2020:

30th Annual Spring Splendor Gala – Cheers to 30 Years!

Saturday, May 2, 2020

The Ingleside Hotel, Pewaukee

President's Council

Tuesday, May 12, 2020

Treiber Conference Center

Join Teri Lux, president of Froedtert Menomonee Falls Hospital, for an update on the hospital and hear about joint replacement in 2020 from Dr. Joseph Schwab.

22nd Annual Golf Classic

Monday, June 22, 2020

North Hills Country Club, Menomonee Falls

23rd Annual Wheeling & Heeling Run, Ride, and Walk

Saturday, Aug. 8, 2020

Long distance and shorter distance bike rides along with a 5K and 2-mile walk or run looping around the hospital. Festivities at the finish line and all proceeds benefit the Cancer Care Center at Froedtert Menomonee Falls Hospital.

Fashion Show & Luncheon

Friday, Oct. 16, 2020

Proceeds benefit the Breast Care Center



For more information about these events hosted by Community Memorial Foundation, visit www.communitymemorialfoundation.org or call 262-257-3200. Look for us on Facebook at Community Memorial Foundation and like our page to stay informed on latest events.

Book these Dates Now!



Spring Splendor

Join co-chairs Jim and Cathy Hazzard on **Saturday, May 2, 2020**, for a 30th anniversary celebration at The Ingleside Hotel in Pewaukee, presented by Ryan Companies US, Inc. *Cheers to 30 Years!*



Golf Classic

Save the date for the 22nd Annual **Golf Classic** presented by Weas Development. Join us **Monday, June 22, 2020**, for a day of golf and fun at North Hills Country Club in Menomonee Falls.

For registration and sponsorship information, call 262-257-3761 or email donna.roesch@froedtert.com. 15

Community Memorial FOUNDATION

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communitymemorialfoundation.org

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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

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