

### BAPTIST HEALTH SOUTH FLORIDA FOUNDATION

Baptist Hospital of Miami ■ South Miami Hospital ■ Doctors Hospital ■ Mariners Hospital ■ Homestead Hospital  
Baptist Children's Hospital ■ Baptist Cardiac & Vascular Institute ■ Baptist Outpatient Services

## Baptist Health Honors Founders Class of 2009

Baptist Health South Florida Foundation recently expressed appreciation to the Founders Class of 2009. Forty-two new Founders were inducted into the Baptist Health Founders Society this year. Founders enjoyed a private reception and dinner

served in the Biltmore Hotel's Granada Ballroom. The evening's presenting sponsor was Pollack & Rosen. Supporting sponsor was Nicholas-Applegate. The Founders Society, a prestigious donor

*Continued on page 5*



*New Founders Society members — Class of 2009*

## Community Celebrates New Center for Breast Health

A new resource center for breast cancer patients made its debut. More than 400 local residents gathered to celebrate the Baptist Health Breast Center, located on the first floor of South Miami Hospital's Medical Arts Building. Sparked by the vision of Randy Schenkman, M.D., a retired Baptist Health radiologist, the Breast Center serves as a centralized resource for patients with a suspected or confirmed breast cancer diagnosis. Dr. Schenkman

was instrumental in laying the groundwork.

The Breast Center offers a blend of advanced technology and personal care to patients. The team features highly skilled breast cancer surgeons Robert Derhagopian, M.D., and Gladys Giron, M.D., who are specialized radiologists with a focus on breast imaging. Diagnostic services include breast



*Robert Derhagopian, M.D., Baptist Health Breast Center medical director, with breast cancer survivor Patricia San Pedro.*

**For more information, visit the Foundation on the Baptist Health South Florida website at [baptisthealth.net](http://baptisthealth.net).**

Click on Giving, then on Information Center, then on Newsletters. This issue of Foundation News is available on the Web.

*Continued on page 6*

# Bob Baal: CEO Leaves Legacy of Excellence and Community Service

With wit and warmth, Bob Baal has supported excellence in patient care and community development at Baptist Health. During the last 25 years, that commitment to excellence has followed him through volunteer and staff positions at the Foundation and will remain part of Mr. Baal's personal mission statement in his new role as goodwill ambassador for Baptist Health, following his retirement as CEO of Baptist Health Foundation.

His retirement began on October 1, and on his last day in the office Mr. Baal looked back on a career that has guided dramatic growth at the organization. For example, the Foundation's fundraising success has jumped from \$500,000 a year to more than \$15 million annually during the peak years. Under Mr. Baal's leadership, the organization has raised about \$90 million to support Baptist Health's hospitals and affiliates. And, more importantly, the organization has attracted talented professionals, including the recruitment of Stephen Parsons, the incoming CEO of the Foundation, Christopher Kraus, Thomas Schramm, Karl Cetta and Jamie Thomas, who were hired during Mr. Baal's extended tenure.

"Those are the building blocks. From that core group, the organization has grown," Mr. Baal said. "Board members have been very supportive in raising money. Our success has not been driven by staff alone. We did not do it alone."

The Foundation was a newly formed organization when Mr. Baal joined the Board as a volunteer member in the mid-1980s, being named chair in 1990. Special events and art shows formed the centerpiece of Foundation fundraising efforts during that era.

"In those early days, we were just happy to cover costs," Mr. Baal said.

But as the organization grew, the Foundation Board and Baptist Health leadership opted to shift fundraising efforts, with an emphasis on gifts from individuals and corporations. Important initiatives included one-on-one charitable pitches and the establishment of the Founders Society, which recognizes donors of \$50,000 and more.

Additionally, the Foundation adopted a professional staff model and decided to launch a national search for the staff position of executive director, which became open during the early 1990s. Mr. Baal and Brian E. Keeley, then president and CEO of Baptist Hospital, led an 18-month search to fill the Foundation vacancy. When the chosen candidate declined the post, Mr. Baal stepped into the pool of applicants and was selected, with a strong endorsement from Mr. Keeley and the Foundation Board.

Mr. Baal assumed the top role with a staff of three that included Diana Limoge, his longtime assistant from his real estate practice. That staff now includes a full-time staff of 26.

"The Foundation has grown as Baptist Health has grown, and we have established a Foundation organization at each hospital and this will continue at West Kendall Baptist Hospital," Mr. Baal said. "Through philanthropy, the Foundation enables the hospital to achieve excellence over and above the operating budget. That really is our mantra."



*Bob Baal*

## James W. Harris Elected Chairman of Baptist Health Foundation

James W. Harris has been elected chairman of the Board of Directors of Baptist Health South Florida Foundation, which oversees fundraising activities for the not-for-profit healthcare organization. Mr. Harris has been a member of the South Miami Hospital Foundation Board since 2003, serving as chair for five years. He is also a member of the South Miami Hospital Foundation's Addiction Treatment and Prevention Committee, the South Miami Hospital Board of Directors, and the Baptist Health South Florida Facilities, Finance and Real Estate Advisory Committees. All Baptist Health Board members are volunteers, who serve without compensation.

Mr. Harris is the founder of J.W. Harris & Company, a commercial real estate company active in land brokerage, real estate investments and development. A native of Missouri, he became involved in the South Florida real estate market in the early 1980s, when he temporarily moved to Miami while on assignment with Helmsley-Spear & Company of New York. He eventually relocated and established J.W. Harris & Associates, the forerunner to his current company.



*James W. Harris*

## New Board Members Named

Andrew Menachem, CIMA, CSS, and Lani Kahn Drody were named to the Baptist Health Foundation Board of Directors. Mr. Menachem will serve on the South Miami Hospital Foundation Board, and Ms. Drody will serve on the Baptist Children's Hospital Foundation Board.

■ **Andrew Menachem** is senior vice president and international wealth specialist/financial advisor with Morgan Stanley Smith Barney, Miami. He is the founder of The Menachem Group at Morgan Stanley, a boutique entity that manages approximately \$500 million in investments. Mr. Menachem is a writer, educator, student and financier who has written finance columns for the Miami Herald's business section, produced a weekly radio program for Clear Channel Radio and is interviewed by local and trade media regularly. He created and teaches a workshop on wealth management and investment strategy for the University of Miami. In fact, Mr. Menachem and his workshop were profiled in a story that appeared in the Wall Street Journal.



*Andrew Menachem*

■ **Lani Kahn Drody** is executive vice president of Lowell Homes, Inc. She has been a licensed real estate salesperson since 1993. Very involved in the community, Ms. Drody is a member of the Beaux Arts for Lowe Art Museum, the Miami Bridge Youth & Family Services, the Builders Association of South Florida, the City of Coral Gables Property Advisory Board and the Greater Miami Chamber of Commerce. She is the 2006 recipient of the "Champion for Children Award" from Miami Bridge Youth & Family Services, was recognized as "The Achiever" in Miami Today in 2003, received the "President's Award" in 2000 and



*Lani Kahn Drody*

was recognized as "Builder of the Year" in 2001 by the Builders Association of South Florida. Ms. Drody lives in the Coral Gables area with her husband, Gene, and two sons, Will and Sam.

■ **Stephen J. Parsons, CFRE**, accepted the position of chief executive officer of Baptist Health South Florida Foundation, effective October 1. He has been involved with not-for-profit administration and fundraising for more than 35 years. Mr. Parsons



*Stephen J. Parsons*

joined the Foundation in August 1997. In 2004, he was named vice president and chief development officer for the Foundation. In this position, he worked with and raised funds for the Baptist Children's Hospital, Baptist Cardiac & Vascular Institute, Baptist Hospital, Doctors Hospital, South Miami Hospital, Mariners Hospital and Homestead Hospital Foundations.

Before joining Baptist Health, he was chief development officer at the American Red Cross of Greater Miami and the Keys. He also served as director of development for Sylvester Comprehensive Cancer Center and for New World Symphony.

Mr. Parsons has a great love of music. He founded PACE (Performing Arts for Community & Education, Inc.), a nonprofit performing arts organization, serving as executive director for 12 years. He is an accomplished musician, having performed as a percussionist with the Miami Philharmonic, the Greater Miami Opera Orchestra, Miami Ballet Orchestra and the Fort Lauderdale Symphony. We are very pleased to welcome Mr. Parsons as CEO of Baptist Health South Florida Foundation.

### Baptist Cardiac & Vascular Institute

Heart disease and stroke continue to be among the nation's leading killers. Baptist Cardiac & Vascular Institute has taken a pioneering role in caring for people with health problems related to the heart and circulatory system. The Institute will be renovating the neurointerventional angiography suite, utilized to treat stroke and other neurological conditions. This suite supports the Stroke Program at Baptist Hospital's Neuroscience Center. Support for the Institute may be designated in a variety of areas. Naming opportunities are available. For more information, call Stephen Parsons at **786-596-6018**.

### FUNDRAISING OPPORTUNITY

## Donor Spotlight

### Ralph Slonim (1925-2009): Cardiac Care From the Heart

Fields of strawberries and tomatoes surrounded Baptist Hospital when Ralph and Roberta Slonim joined the medical staff during the 1960s. As physicians at Baptist and South Miami Hospitals, the Slonims witnessed and participated in the excellent care provided to Baptist Health patients. And finally, in 2009, the Slonim family personally experienced that excellence in care when Ralph J. Slonim Jr., M.D., was a patient at South Miami before passing away in October.

Dr. Ralph Slonim created a legacy of excellence, compassion and community service, according to friends and co-workers. For example, he opened the first cardiac care unit at Baptist Hospital in the 1960s, while he was chief of cardiology. Dr. Slonim was also a member of the first team to perform open heart surgery at Jackson Memorial Hospital.

He was committed to affordable healthcare for the poor. In his private practice, he charged patients \$10 per visit or accepted tomatoes and avocados as payment. His legacy includes a commitment to education, and he taught medical students and residents at the University of Miami School of Medicine and at Veterans Administration Hospital.

Born in New Jersey in 1925, Dr. Slonim graduated from Yale in 1948. He earned a master's degree in biochemistry from Rutgers University and a medical degree from Hahnemann Medical College.



*Drs. Ralph and Roberta Slonim*

In 1957, he settled in Miami to assume a research associate position at the University of Miami School of Medicine. Shortly after his arrival, he met his wife, Roberta. She earned a medical degree from George Washington University School of Medicine in 1957 and has been an active member of the medical staff at Baptist and South Miami Hospitals since 1963. The Slonims were married in 1958, and their 51-year-partnership produced two children and joint careers at Baptist Health.

This year, the Slonims were moved by the outstanding level of care they received at South Miami Hospital. That care made a difference, said Dr. Roberta Slonim, and during her husband's illness, the couple joined the Founders Society, a group of philanthropists dedicated to advancing medical excellence at Baptist Health.

"We were impressed with the level of care and concern. And it's important to give back to the community," said Dr. Roberta Slonim. "It was a way of saying thanks."

## Dinner Helps Fund Nursing Scholarships

The sixth annual Baptist Health Nursing Scholars Fundraising Dinner was held October 8 at Jungle Island with over 300 people in attendance. Event sponsors included: C. S. McGee; Radiology Associates of South Florida; Barry University; Nova Southeastern University; Tri-City Electric Company, Inc.; Falk, Waas, Hernandez, Cortina, Solomon & Bonner, P.A.; and Mr. & Mrs. Heinz Luedeking. Proceeds will benefit the Baptist Health Nursing Scholars Program, which offers full scholarships to men and women who want to enter nursing and other allied health



*From left: George Foyo, executive vice president and chief administrative officer, Baptist Health; Christopher Kraus, vice president and chief operating officer, Baptist Health Foundation; and Heinz and Marianne Luedeking, Arthur Vining Davis Society members.*

### Center for Excellence in Nursing

The Center for Excellence in Nursing encompasses all Baptist Health hospitals and facilities. Donations help educate, train and develop the nursing staff, support nursing scholarships and improve patient care with nurse-approved equipment and programs. For more information, call Christopher Kraus at **786-596-6535**.

### FUNDRAISING OPPORTUNITY

## Baptist Health Honors Founders Class of 2009

*Continued from page 1*

recognition society, was established in May of 1999 to acknowledge donors whose cumulative gifts or pledges have reached \$50,000. Members include friends, grateful patients, philanthropists, physicians

### **Congratulations to New Founders**

Founders are benefactors whose cumulative gifts or pledges to Baptist Health South Florida Foundation have reached \$50,000. With a pledge of \$50,000 or more, individuals join the Founders Society and fellow philanthropists in helping to advance medical excellence at Baptist, Baptist Children's, South Miami, Doctors, Homestead and Mariners Hospitals, Baptist Cardiac & Vascular Institute and Baptist Outpatient Services.

**Ivy & Marvin Blumenfeld**

**Ina Broeman**

**Ana & Daniel Buraglia**

**Maria Garcia & Ignacio Carrera-Justiz**

**Tania & Haim Dubitzky**

**Silke & Peter Foyo**

**Suzanne & Joe Lacher**

**Glorian & Neil Leach**

**Barbara & David Lipman**

**The Honorable Victoria London**

**Barbara & The Honorable Philip Ludovici**

**Courtney & Darryl Parmenter**

**Lauretta & Randall Reeves**

**Joe & Lindy Roth Foundation**

**Helen & Jacob Shaham**

**Dr. Vanessa Silibi Shaham & Zachi Shaham**

**Drs. Roberta & Ralph Slonim**

**Jean & William Whelan**

For additional information about membership or a brochure, contact Jamie L. Thomas, Founders Society administrator, at **786-596-8984**.

and community leaders. New Founders join a charitable and caring group with a shared mission and dedication to supporting medical excellence at Baptist Health hospitals and facilities.

Whether supporting innovative programs, funding new technologies or creating scholarships for nurses, Founders Society members are vital partners in Baptist Health's quest for excellence in healthcare. For more information about supporting Baptist Health through the Founders Society, please contact Jamie L. Thomas, Founder Society administrator, at **786-596-8984**.



*From left: Javier Hernandez-Lichtl, CEO, South Miami Hospital, with Founders Society member Roberta Slonim, M.D.*



*From left: Stephen Parsons, CEO, Baptist Health Foundation, with Founders Society member Roger Jaar and Brian E. Keeley, president and CEO, Baptist Health.*

### **Mariners Hospital**

A lead gift from the Gintel Family Foundation has established an endowment fund to support Mariners Hospital's eICU LifeGuard system. The eICU is an off-site electronic monitoring system that detects subtle changes in a patient's condition before significant complications develop. To help Mariners Hospital Foundation reach its \$4 million eICU endowment fund goal, call Wendy Gentes at **305-434-1665**.

## **FUNDRAISING OPPORTUNITY**

## Community Celebrates New Center for Breast Health

*Continued from page 1*

MRI, biopsy and PET/PEM, which produces detailed, high-resolution breast images.

“The expert physicians and technology are in place, but we also felt it was critically important to offer patients and families a coach — someone to guide them through the journey,” added Denise Harris, R.N., vice president and chief nursing officer of Baptist Outpatient Services “That’s where the CareCoach comes in — to serve as a trusted point of contact and centralized resource.”

CareCoaches provide practical and compassionate



*From left: Randy Schenkman, M.D., Darlene Perez and Mary Salazar, Baptist Health Breast Center biopsy specialist.*

support to patients and their families. The coaches help patients schedule appointments and connect with social workers, mental health counseling, physical therapy and other services.

Baptist Health Foundation is raising funds to support the Baptist Health Breast Center and appreciates the generosity of Therese Klotz, the Blank Charitable Foundation, Inc., David R. Nateman, M.D., Robert P. Derhagopian, M.D., Patricia Rosello, CEO of Baptist Outpatient Services, and the Fernandez Pave the Way Foundation. Due to individual contributions and events such as the Sauté and Sip Interactive Dinners, Baptist Health Foundation has raised \$400,500 to date in support of the CareCoach Program.

Please help us battle breast cancer by supporting this cause. When you give a gift of \$2,000 or more to the Baptist Health Breast Center, a beautiful handcrafted glass butterfly — named for the honoree of your choice — will be displayed on the Hope Garden wall in the Breast Center. Your name or the name of someone you love will serve as an inspiration to others who are on their own journey.

For information, please call Régine Cambronne, director of development, South Miami Hospital Foundation, at **786-662-4846**, or e-mail [reginec@baptisthealth.net](mailto:reginec@baptisthealth.net).

---

## Socially Conscious Young Leaders Host Social Hour

If you are interested in supporting community healthcare initiatives and networking with socially conscious leaders of tomorrow, join the Young Philanthropists of Baptist Health (YPBH). Members and prospective members recently enjoyed a social evening at Club 50 in the Viceroy Miami Hotel on Brickell Avenue. The evening included refreshments and spectacular city views in the glamorous rooftop lounge.

The Young Philanthropists of Baptist Health is a dynamic group of young leaders committed to promoting the health and well-being of the South Florida community at Baptist Health hospitals and facilities. Through philanthropy, community service and education, the group seeks to improve healthcare and provide the community with access to necessary healthcare services.

Co-chaired by Risa Berrin and Andrew Menachem, YPBH fundraising efforts include an annual project

selected by a steering committee. Over the next 12 months, the group will focus on the Child Development Center and the Addiction Treatment for Adolescents program at South Miami Hospital.

For more information, contact Lisette Owens, director of leadership networking and Young Philanthropists, at [Lisetteo@baptisthealth.net](mailto:Lisetteo@baptisthealth.net) or **786-662-5222**.



*From left: Members of the Young Philanthropists of Baptist Health Jana Myers, M.D., and Jessica Lawson.*

### FUNDRAISING OPPORTUNITY

#### **Baptist Health Breast Center — Baptist Outpatient Services**

The Center has advanced technology and Board-certified radiologists to perform a variety of procedures such as breast MRI and PET, as well as ultrasound-guided and stereotactic biopsies. Top breast oncology surgeons are on-site, as well as other support services such as CareCoaches, genetic counseling and support groups. For more information, call Régine Cambronne at **786-662-4846**.

# Thank You Mr. Clarke

After spending a summer night in the Baptist Hospital Emergency Center with her father, Denise King Ehrich was eager to share her experience. On August 30, her father — Gordon King — fell and was taken to the new Emergency Center at Baptist Hospital, where it was determined that he had broken his hip.

“The new Emergency Center is truly amazing,” Ms. Ehrich wrote to hospital administrators. “My dad had a brain injury last year and is really a handful, even when he is perfectly healthy. But Mom and I both felt confident that the professionals we encountered were going to take care of him as though he was their own dad. Everyone we dealt with was great. The Emergency Center was busy, but we felt important and relevant and never forgotten. It’s a state-of-the-art, clean, efficient and nonthreatening environment.”

Stories similar to Ms. Ehrich’s have become the norm rather than the exception, especially after the opening of the Victor E. Clarke Pavilion, which houses the new Emergency Center. The Pavilion is also the home of Baptist Hospital Neuroscience Center and the expanded quarters of Baptist Cardiac & Vascular Institute. The Pavilion is named for local philanthropist and honorary Baptist Health Foundation Board member Victor E. Clarke. His gift of \$10 million led Baptist Health Foundation’s campaign to raise funds for this new facility.

A special event recently took place to thank Mr. Clarke again for his gift and to let him hear directly about the difference he has made in the lives of the staff and the community. Jamie Thomas, Founders Society administrator, welcomed guests and introduced Donna Sparks, the director of nursing. Ms. Sparks provided an update about patient satisfaction scores and confirmed that scores have improved significantly since the opening of the new Pavilion. Medical Director Tony Andrulonis, M.D., reported that physicians are thrilled to be able to treat patients faster and more efficiently in the new Emergency Center, thanks to advanced technologies and spacious treatment areas.

About 40 physicians, nurses and staff members eagerly shared their patient stories and their enthusiasm with Mr. Clarke about the positive impact the



*Victor E. Clarke*

Victor E. Clarke Pavilion and its facilities have had on their ability to provide outstanding patient care. The informal meeting concluded with a round of applause for Mr. Clarke and the presentation of a very large thank-you card signed by the entire staff.

Every contribution is an act of philanthropy. Each gift matters and makes a difference in the lives of our patients and the community we serve. Won’t you join Baptist Health Foundation in the quest to support excellence in healthcare? There are a number of opportunities available. For more information, please contact Stephen J. Parsons, CEO, Baptist Health Foundation, at **786-596-6018**.

## MARK THESE DATES

- January 30** Mariners Hospital 21st annual Bougainvillea Ball at the Cheeca Lodge in Islamorada. For more information, call Jamie Niedbalski at **305-434-1026**.
- February 11** Baptist Health Donor Appreciation Dinner at the Ritz-Carlton, Coconut Grove, by invitation only. For more information, call Lori Elsbree at **786-596-8954**.
- March 6** The 50th annual South Miami Hospital Mercury Ball at the Doral Golf Resort & Spa. For more information, call Sheila Banks at **786-596-8953**.
- April 17** The 2nd annual Baptist Children’s Hospital “Once Upon a Time” Swanky Safari at Metrozoo Family event. For more information, call Lori Elsbree at **786-596-8954**.
- May 7** Baptist Outpatient Services Interactive Dinner at the Ritz-Carlton, Coconut Grove. For more information, call Sheila Banks at **786-596-8953**.

## FUNDRAISING OPPORTUNITY

### Doctors Hospital

Doctors Hospital has a tradition of excellence, with an outstanding reputation for orthopedics, general surgery, neurosurgery — including a state-of-the-art Gamma Knife — gynecology, gynecologic oncology, emergency and general medicine. For more information, call George Wheeler at **786-308-3577**.

# South Miami Hospital Supporters Tee Off to Benefit Child Development Center

More than 274 physicians and community business leaders came out swinging at South Miami Hospital's 17th annual Golf Classic at Doral Resort & Spa to benefit the hospital's Child Development Center. The event raised \$90,000 to help infants and children facing developmental or physical challenges.

Long-time supporter **Eastern Medical Courier** was the tournament's **presenting sponsor** for the third year. Other sponsors included Waldman Stenstrom Investment Partners; Arellano Construction; Mercedes-Benz of Coral Gables and Mercedes-Benz of Cutler Bay; T-System, Inc.; Falk, Waas, Hernandez, Cortina, Solomon & Bonner, P.A.; American Airlines; Radiology Associates of South Florida; Criticare Clinics, Inc.; Tri-City Electric; TGSV Enterprises, Inc.; Stericycle, Inc.; and First National Bank of South Miami.

"We can't thank the South Miami Hospital Foundation enough for their ongoing commitment to help us fund services to children in the community," said Carmen de Lerma, M.D., medical director of the Child Development Center and the only developmental pediatrician in Miami-Dade County. "All the money raised today will be used to develop and implement programs that help us assess and care for our patients."

For more than 16 years, South Miami Hospital has been providing diagnostic and early interventional services for infants and children who are at risk for or have developmental or physical challenges. The Center offers an interdisciplinary approach, providing a full array of services to evaluate children as they grow and develop. More than 1,000 children are treated at the Center each year.

Most insurance companies do not cover developmental or psychological screenings and assessments. Coverage often excludes occupational, physical and speech/language therapy, and many infants and children have

difficulty finding assessments and needed therapies. A \$1,000 donation provides four to five infant development screenings. A gift of \$75,000 would enable the Center to provide 375 infant developmental screenings.

Won't you give a premature baby the gift of early developmental assessment by supporting the Child Development Center at South Miami Hospital? For more information on fundraising opportunities, please call Karl Cetta at **786-662-8106**.



*From left: Tournament chair and Pro Golf of Miami president Billy Baldwin; Wayne Brackin, executive vice president and chief operating officer, Baptist Health; and Stephen Parsons, chief executive officer, Baptist Health Foundation.*



*From left: Javier Hernandez-Lichtl, chief executive officer, South Miami Hospital; Yerby Barker, founding tournament chair; Carmen de Lerma, M.D., medical director, Child Development Center; and Rick Freeburg, chief operating officer, South Miami Hospital.*

## FUNDRAISING OPPORTUNITY

### South Miami Heart Center

South Miami Heart Center takes a comprehensive approach toward the prevention, diagnosis and treatment of cardiovascular disease. The Center offers a full range of care, coupled with community awareness, prevention, education and support to encourage lifestyle changes that benefit health. For more information, call Karl Cetta at **786-662-8206**.

# Homestead Hospital's Pineapple Gala Raises Funds for Children's Services

Sporting 1980s fashions — miniskirts, jean jackets, Tom Cruise-style sunglasses and lots of glitz and glamour — more than 500 Homestead Hospital supporters filled the Homestead-Miami Speedway on November 13 to celebrate the 11th annual Pineapple Gala. The Awesome '80s theme was just one element that helped raise \$70,000 for children's services at Homestead Hospital, including Speediatrics, the Betty Jane France Children's Emergency Center.

The evening opened with a reception sponsored by Cruise Industry Charitable Foundation. Community Bank of Florida sponsored the gala invitations.

"The Pineapple Gala Committee has outdone themselves again," said Francisco Medina, M.D., who co-chaired the event with wife Eva. "All the time and energy they've put into this event will go a long way to provide much needed healthcare for children in the community."

While guests rocked to '80s tunes from the Mosquito Heads, excitement built about the Pineapple Upside-Down drawing, which gave guests the opportunity to win a cruise, artwork, a 2009 Ford Mustang and other prizes. Ticket numbers were called throughout the evening, and among the lucky winners were Steven Fletcher, who won a cash prize of \$750 and John Reisman, who won the Royal Caribbean 7-night cruise for two.



*Pineapple Gala chairs Eva and Francisco Medina, M.D. Dr. Medina is medical director of the Pediatric Emergency Centers at Baptist and Homestead Hospitals.*

Three very special individuals were honored at the Gala. Darrell Gwynn, former National Hot Rod Association World Champion and founder of the Darrell Gwynn Foundation, was honored for his long-time generosity to the hospital. Each year he stages the Hot Rods and Reels Fishing Tournament at Homestead-Miami Speedway, which benefits several charities, including Homestead Hospital. Since the first Hot Rods & Reels Tournament, the Darrell Gwynn Foundation has donated \$116,000 to children's services at Homestead Hospital. Mohammad Shahmohamady, M.D. (Dr. Shah) was presented the Maimonides Service Award, which recognizes a Homestead Hospital physician who exemplifies the Oath of Maimonides. This oath inspires physicians to love their art, to seek truth, to be

generous and philanthropic, to always learn, and to allow no impediment to the care they provide for the lives and health of their patients. Dr. Shah is the first recipient of this award. Artist Romero Britto was also recognized for his support of Baptist Health hospitals, particularly Homestead Hospital.

For information on supporting children's services at Homestead Hospital or other fundraising opportunities, contact Homestead Hospital's Foundation Office at **786-243-8531** or e-mail Tom Schramm at [thomassc@baptisthealth.net](mailto:thomassc@baptisthealth.net).

## FUNDRAISING OPPORTUNITY

### Homestead Hospital

Homestead Hospital consistently receives among the highest patient satisfaction rankings in Miami-Dade County. On the third Thursday of each month at 6 p.m., Homestead Hospital Foundation hosts *After Hours at Homestead Hospital* to give community members the opportunity to learn about and tour an area of the hospital. To satisfy your healthcare needs or to RSVP for an *After Hours at Homestead Hospital*, call Tom Schramm at **786-243-8531**.

# Year-end Gifts Help You and Baptist Health

This past year has been one of tremendous challenge. Economic conditions have made it necessary for many of us to make careful choices about how we spend, save and give our money. With careful planning, you can make charitable gifts in ways that provide significant tax savings to you.

## What Should You Give?

There is no easier way to obtain a charitable deduction for 2009 — and support Baptist Health Foundation at the same time — than by writing a check. Make sure your envelope is postmarked by Thursday, December 31. By meeting that deadline, it is possible to eliminate income tax on up to 50 percent of your taxable income. Excess charitable deductions can be carried forward for up to five years.

Whether you have gained or been hard hit by the recent turbulence in the stock market, gifts of securities — appreciated or depreciated — can ease your tax burden. If you have owned stock for more than one year, donating it to Baptist Health Foundation offers you a twofold tax savings. First, you avoid any capital gains tax on the increased value of the gifted securities. Second, you receive a tax deduction for the full fair market value on the date of the gift, up to 30 percent of your adjusted gross income, with an additional five-year carry forward. If you own securities that have decreased in value, consider selling those securities and making a charitable gift of all or a portion of the cash proceeds. This results in a charitable deduction as well as a loss for tax purposes.

Charitable gift annuities or charitable remainder trusts allow you to receive lifetime income when donating to the Foundation. You can transfer cash or securities now and receive an immediate income tax deduction and a guaranteed lifetime income. This income can be paid to you or a loved one for life or a specified period, after which the assets would be distributed to the Foundation to benefit the Baptist Health hospital or facility of your choice.

You can contribute a life insurance policy by naming Baptist Health Foundation either the owner and beneficiary of the policy or simply as the beneficiary. If you name the Foundation owner and

beneficiary, in most cases you will be entitled to an income tax deduction limited to the lower of the fair market value of the policy or your cost basis in the contract. In addition, if you continue to pay premiums on a policy that the Foundation owns, you can deduct the premium payments.

## Don't Miss Out

Congress has revived the Charitable IRA Rollover legislation, first created in the Pension Protection Act of 2006, as part of the Emergency Economic Stabilization Act of 2008. This legislation allows donors to make tax-free lifetime distributions from traditional IRA and Roth IRA accounts directly to a charity.

You must be 70½ or older as of the date of distribution. You may direct all or a portion of your mandatory withdrawal (up to \$100,000 per year) from a traditional or Roth IRA to Baptist Health Foundation. No income tax deductions are available for IRA gifts, but IRA donors save taxes, nonetheless, because their gifts can replace required minimum distributions that are 100 percent taxable. Gifts must be made directly to qualified charities and may not be made to donor-advised funds, private foundations or supporting organizations. These benefits apply only to gifts completed during 2009. Check with your IRA administrator for more details.

## Why Not Act Today?

As you can see, there are many ways to make meaningful charitable contributions, which can help you, your family and Baptist Health. The Foundation would be pleased to provide you with additional information about gifts you may be considering. Please contact Christopher Kraus, vice president and gift planning officer, at **786-596-6776**, or e-mail [christok@baptisthealth.net](mailto:christok@baptisthealth.net).

## FUNDRAISING OPPORTUNITY

### Baptist Children's Hospital — Pediatric Cancer Fund

Families with children who are undergoing treatment for cancer are devastated, both emotionally and financially. A special fund supports needy families by helping with housing, transportation, access to a child psychologist and additional services that otherwise would not be available. For more information, call Tom Schramm at **786-243-8531**.

## Congratulations, Corporate Partners

The Corporate Partners program is a cooperative effort of community leaders and businesses dedicated to helping Baptist Health South Florida provide personalized healthcare with the latest medical technology and finest staff. Through the generous contributions of these companies, Baptist Health continues to improve medical services in our community.

### Titanium \$50,000+

Radiology Associates  
of South Florida, P.A.

### Platinum \$30,000-\$49,999

Sheridan Healthcare, Inc.  
Siemens Med-Lab Supply  
Co., Inc.

### Gold \$25,000-\$29,999

Bank of America  
Baptist Hospital of Miami  
Auxiliary  
Panera Bread  
TotalBank  
Tri-City Electric Company,  
Inc.

### Silver \$15,000-\$24,999

Arellano Construction Company  
Caribee Boat Sales and Marina  
Critical Care Newborn Services  
Cruise Industry Charitable  
Foundation  
Eastern Medical Courier  
Falk, Waas, Hernandez, Cortina,  
Solomon & Bonner, P.A.  
First National Bank of South Miami  
Homestead-Miami Speedway  
MGE Architects  
ProAssurance Corporation  
Royal Caribbean International &  
Celebrity Cruises, Inc.  
South Miami Criticare  
22 Core Construction  
Wicker, Smith, O'Hara, McCoy &  
Ford, P.A.

### Bronze \$10,000-\$14,999

AvMed Health Plans  
Blue Cross Blue Shield of  
Florida  
Buchwald Jewelers  
Criticare Clinics, Inc.  
Merrill Lynch  
Nicholas-Applegate Capital  
Management Co.  
Pollack & Rosen, P.A.  
Sage Advisory Services  
Seligman Investments  
Stearns, Weaver, Miller,  
Weissler, Alhadeff &  
Sitterson, P.A.  
TGSV Enterprises, Inc.  
Trane

For more information, contact Barbara Norland, director of development, corporate relations and events, at 786-596-6777.

## 'Tis better to give *and* receive

Looking for a gift that keeps on giving? You can support Baptist Health's mission of providing excellent healthcare to our community — and make a great investment at the same time — with a charitable gift annuity from Baptist Health Foundation.

When you transfer cash or securities to the Foundation, you receive an immediate income tax deduction and a guaranteed fixed lifetime income. And when the annuity ends, the remaining principal passes to the Foundation. Not only is a portion of these payments income tax-free, but you may even save on capital gains tax. Plus, your charitable gift annuity is backed by the full financial strength of Baptist Health. So lock in your rate now — and get a tax deduction for 2009.

### Here's what a \$50,000 charitable gift annuity gives you:

Age	*Rate	Amount you receive annually	One-time tax deduction (values valid through 1/31/2010)
65	5.3%	\$2,650	\$16,350.50
70	5.7%	\$2,850	\$19,433.50
75	6.3%	\$3,150	\$22,408.50
80	7.1%	\$3,550	\$25,405.50
85	8.1%	\$4,050	\$28,491.50
90	9.5%	\$4,750	\$31,192.00

*\*Two-life rates are also available. Rates are current at the time of publication but are subject to change.*

To calculate the benefits of a charitable gift to Baptist Health, visit the Baptist Health website at [baptisthealth.net](http://baptisthealth.net), click on Foundation, then on Planned Giving Calculator. This handy tool allows you to calculate the benefits of a planned gift of your choice at your convenience.

For a no-obligation, personalized proposal, call Christopher Kraus, 786-596-6776.



## Baptist Health Foundation

BAPTIST HOSPITAL OF MIAMI ▪ SOUTH MIAMI HOSPITAL ▪ DOCTORS HOSPITAL  
BAPTIST CHILDREN'S HOSPITAL ▪ HOMESTEAD HOSPITAL ▪ MARINERS HOSPITAL  
BAPTIST OUTPATIENT SERVICES ▪ BAPTIST CARDIAC & VASCULAR INSTITUTE

[baptisthealth.net](http://baptisthealth.net)



# Baptist Health South Florida

BAPTIST HOSPITAL OF MIAMI • SOUTH MIAMI HOSPITAL • DOCTORS HOSPITAL  
BAPTIST CHILDREN'S HOSPITAL • HOMESTEAD HOSPITAL • MARINERS HOSPITAL  
BAPTIST OUTPATIENT SERVICES • BAPTIST CARDIAC & VASCULAR INSTITUTE

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
**PAID**  
Miami, FL  
Permit No. 2604

## Foundation

8900 North Kendall Drive, Miami, FL 33176

---

Foundation News is published periodically by Baptist Health South Florida Foundation to inform friends and donors about Foundation events and opportunities. Comments and suggestions are welcome. Please submit them online at [baptisthealth.net](http://baptisthealth.net), call **786-596-3572**, or send mail to the attention of Elaine Ames at 8900 N. Kendall Drive, Miami, FL 33176.

Please write to us at Baptist Health Foundation, 8900 N. Kendall Drive, Miami, FL 33176, if you do not want to receive fundraising requests supporting Baptist Health South Florida.

EDITOR: Elaine A. Ames; EDITORIAL COMMITTEE: Regine Cambronne, Karl Cetta, Wendy Reilly Gentes, Christopher Kraus, Barbara Norland, Stephen J. Parsons, Thomas Schramm, Jamie L. Thomas, George Wheeler.

OFFICERS & DIRECTORS: James W. Harris, chairman of the Board; Philip Wolman, vice chairman; Bill Tillett, chairman emeritus; Robert Gintel, treasurer; Gonzalo Sanabria, assistant treasurer; Mita Burke, secretary; Cynthia Leesfield, assistant secretary; Richard T. Alger, Mario A. Almeida-Suarez, M.D., Dick Anderson, George Aronoff, Yerby T. Barker, Rodney Barreto, Kerrin Bermont, Robert Berrin, Carol Berry Helms, Bonnie Blaire, James Boruszak, Elisa Brown-Soltero, M.D., Joseph Buchanan, Robert Burstein, James Carr, Gerald Case, Ray Castellanos, Joe Catarineau, Mauricio Cayon, William Dickinson, Lani Kahn Drody, Denise Ehrich, Eugene Eisner, M.D., Tomas P. Erban, Theodore Evans, M.D., Manny Fernandez, Augusto Gil, Curtis Gray, Leif Gunderson, Barry Halpern, M.D., Kent Hamill, Agustin Herran, Gerald Hirsch, Nathan Hirsch, M.D., Jacque Huttoe, Lane Jones, Rudy Kranys, Katrina Lavene, Maria Camila Leiva, Bruce W. MacArthur, Charlie Martinez, Derek McDowell, Jo McGregor-Ganus, Andrew Menachem, Patricia Mull, Johanna Paterson, Jay Perkins, Jorge R. Rabazza, M.D., Bonnie Ripplingille, James F. Russell, Joel Schenkman, M.D., Betty Anne Schilling, Emery B. Sheer, Joe M. Shepherd, Patricia Stanley, René W. Taylor, Warren Weiser, Jeff B. Weiner, William W. Wilson III; HONORARY DIRECTORS: Cira Almeida, William Baldwin, Oscar Barbara, James Bokor, Joseph Bolton, Barbara A. Calev-Moran, Thomas P. Carlos, Susan Carr, Victor E. Clarke, Theodore Feldman, M.D., J. Arturo Fridman, M.D., Paul A. Gluck, M.D., Barbara Hanck, Dan Hanrahan, Jay A. Hershoff, Thomas Jones Jr., Barry T. Katzen, M.D., Judith Katzen, Robert Kramer, Arva Moore Parks McCabe, Niberto Moreno, M.D., Thomas P. Murphy Jr., Paula Owens, Omar Pasalodos, M.D., Ramón E. Rasco, Mindy Rich, Ron Robison, David Rosenbaum, Ruth Rosenberg, Audrey Ross, Jeff E. Rubin, Darren Salinger, M.D., Liz Schmier, Paul Soulé, James Stewart Jr., M.D., George Tershakovec, M.D., Henry Tie Shue, Lloyd Wruble, DMD, Jerrold Young, M.D.; EX OFFICIO MEMBERS: Jo Baxter, Bo Boulenger, Wayne Brackin, Judy Bray, Bill Duquette, George Foyo, Javier Hernandez-Lichtl, Rev. Robert Jakoby, Brian E. Keeley, Ralph E. Lawson, Nelson Lazo, Lincoln Mendez, Flora Mamakos; STAFF: Stephen J. Parsons, chief executive officer; Regine Cambronne, director of development; Karl Cetta, assistant vice president and development officer; Wendy Reilly Gentes, director of development; Christopher M. Kraus, vice president and gift planning officer; Barbara Norland, director of development; Thomas Schramm, development officer; Jamie L. Thomas, Founders Society administrator, George Wheeler, director of development.

This publication is designed to provide accurate and authoritative information. It is provided with the understanding that Baptist Health South Florida Foundation is not engaged in giving legal, accounting or other professional advice. For individual applications of the information provided here, you should consult your own professional advisor.

Baptist Health South Florida Foundation is the fundraising arm of Baptist, Baptist Children's, South Miami, Doctors, Homestead and Mariners Hospitals, Baptist Cardiac & Vascular Institute and Baptist Outpatient Services. All are affiliates of Baptist Health South Florida, the largest faith-based, not-for-profit healthcare organization in the region.

For further information, contact Christopher Kraus or Elaine Ames at **786-596-6535**  
or e-mail [giving@baptisthealth.net](mailto:giving@baptisthealth.net).