



your foundation at **WORK**

Director's Corner

People ask me all the time why I do what I do. "Isn't it hard to ask people for money?"

My answer has been the same since I joined the South



Carolyn Heckman

Jersey Healthcare family. When I visit the Regional Medical Center, Elmer Hospital, Bridgeton Health Center and our many other affiliates, I see first-hand what we are all about. Our physicians and staff provide quality healthcare to our community regardless of the patient's ability to pay. Staff members go that "extra mile" to ensure the best of care.

We recently had a patient who was hospitalized for an extended period of time. She had no family other than a pet dog. The nurses brought her pet dog to the hospital for a quick visit with her "best friend." Her recovery soon followed and she was released to go home. This is that "extra mile" that our staff provides. We care deeply about our patients and their recovery.

That is what makes my job easy. The money we raise at the Foundation provides the dollars to purchase equipment and offer new healthcare services to our community. We need your help to provide the needed healthcare you deserve. The SJH

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(Left to right) Elizabeth Sheridan, COO, SJH Regional Medical Center; Dr. William Mills, President of SJH Medical Staff; Bruno Basile, Chairman of the SJH Hospital Board; Jana Scarpa; John F. Scarpa, SJH Donor; Gary Simmerman, Chairman of the SJH System Board; Freeholder Lou Magazzi; James Quinn, Mayor of Millville; Jerry Brown, Chairman, SJH Foundation; Chet Kaletkowski, President, SJ Healthcare; Dr. David Blom, Southern Oncology-Hematology.

The Frank and Edith Scarpa Regional Cancer Pavilion

On May 11th, the SJH Foundation celebrated the dedication of the Frank and Edith Scarpa Regional Cancer Pavilion. Naming the facility after his parents, John F. Scarpa donated \$2.5 million to honor the people who instilled his special sense of philanthropy. More than 150 people attended the event.

"My family believed in looking after each other. The success I've had in business allows me to give back to others," said Scarpa.

The Frank and Edith Scarpa Regional Cancer Pavilion is among the nation's newest, most advanced cancer treatment facilities. Through its affiliation with Fox Chase Cancer Center, patients now have access to state-of-the-art care and technologies right here in the heart of Cumberland County. The facility is designed to improve the quality of care for patients and their families, while maximizing efficiency for employees:

- A nursing station overlooking exam rooms permitting better flow between patients and nurses.
- Five patient exam rooms, with two larger rooms to accommodate patients who are restricted to a stretcher or hospital bed.
- A conference room for discussing patient care.
- Male and female waiting rooms for gowned patients.
- A large general waiting area.

"I want to extend our warmest thanks to John F. Scarpa for this extremely generous donation to advance the state of healthcare for all of us," said Carolyn Heckman, Executive Director of the SJH Foundation. "Only through philanthropists like John, and the many others who support South Jersey Healthcare, could Cumberland County be home to some of the best medical facilities in the US."

The David B. Rosenberg Children's Care Center



(Left to right) Dr. David Rosenberg; Dr. Michael Rosenberg; Eva Strauss and Carolyn Heckman, Executive Director of SJH Foundation

On May 15th, Dr. Michael A. Rosenberg hosted a reception to thank the many people who donated money in his effort to name the pediatrics

treatment facility of the Regional Medical Center the David B. Rosenberg Children's Care Center. Over 130 people attended the reception at the SJH Regional Medical Center.

Dr. Michael Rosenberg raised these funds for the Children's Care Center by reaching out to family, friends, business associates, and even his father's former patients, anyone whose life had been touched by Dr. David Rosenberg. In all, more than 80 people donated more than \$210,000, enabling Dr. Michael Rosenberg the opportunity to honor his father by attaching the Rosenberg name to the facility.

"It was the perfect way to demonstrate to my dad how meaningful his work and commitment to the community have been," said Dr. Michael Rosenberg. "It is beautiful that so many people came together to make this a reality."

"Opportunities like this prove to be a win-win situation for everyone," said Carolyn Heckman, Executive Director of the SJH Foundation. "Our Advancing Our Legacy Capital Campaign was more successful because of Michael Rosenberg's hard work to honor his father's contribution to the children of the region."

SJH Foundation Introduces New Leadership

The SJH Foundation announced changes in the leadership of its board. Michael M. Rossi, III, president and owner of



Jerry Brown, incoming chairman, SJH Foundation

Allied Insurances Services, was recognized for serving five years as the chairman of the SJH Foundation. Under Rossi, the SJH Foundation was established, merging three pre-existing foundations from Newcomb, Millville and Bridgeton Hospitals into one entity. In addition, Rossi helped the SJH Foundation conduct successful capital campaigns for Elmer Hospital and the new Regional Medical Center, along with numerous annual events.

The Foundation's Board is now under the direction of Jerry Brown, chairman; Eileen A. Halissey, vice chairperson;

John Whiteway, secretary; and Edward J. Graham, treasurer. Joining the SJH Foundation board as new members are Patricia L. Chieffo, Hallissey, Graham, Candace Johnson and Lawrence A. Pepper, Jr., Esq.

"The SJH Foundation is pleased to welcome the incoming leadership and newest members to our board of directors," said Carolyn Heckman, Executive Director of the SJH Foundation. "Each of these individuals brings an expertise and strong commitment to the work of the SJH Foundation and I am confident that they will build upon the successes we achieved with our previous board."

In addition to the appointed officers, the remaining members of the board of directors are John Whiteway, Catherine J. Achee, Margaret Basile, J. David McCann, Dominick Baruffi, Dr. Alfred O. Davies, David Kolman, John McDonnell and Michael M. Rossi, III.

The SJH Foundation Ball – Great Expectations Fulfilled

Nearly 400 guests danced the night away with the SJH Foundation at the 2005 SJH Foundation Ball on April 9th at the Hyatt Regency at Penn's Landing in Philadelphia. The theme for the evening was Great Expectations and the event surely lived up to its billing. During the cocktail hour, the Philadelphia Harp Ensemble serenaded guests as they enjoyed gourmet hors d'oeuvres and an exotic Martini bar. The members of the ensemble included Monica and Andrea Chieffo, relatives of honorary Ball chairman John F. Scarpa. During the elegant dinner overlooking the Delaware River, guests danced to the music of The David Christopher Orchestra. In attendance were the honorary Ball chairman and leading donor of the Advancing Our Legacy Capital Campaign, John F. Scarpa, U.S. Congressman Frank LoBiondo and numerous members of the SJH Medical Staff.

All the money raised from the 2005 SJH Foundation Ball goes to improving the state of healthcare in our region.



Auxiliary Events

Throughout 2005 the SJH Foundation Auxiliary is hosting events in an effort to honor their pledge to raise \$10,000 this year. To date, the Auxiliary has achieved nearly half of their goal through these fun activities:



The Auxiliary Foul Shoot in the Cumberland County College gymnasium at the Dr. Charles Cunningham Student Center on April 30th.

The Princess Tea Party where kids from 2 to 6 years old attended a formal tea party held at the SJH Fitness Connection on May 7th.

The Auxiliary members also held several **jewelry sales** in the new RMC.

The Quarterly 50/50 Raffle has been a huge success. Tickets are \$5 each, or three tickets for \$10. Our recent winners are:

- Bill Amadei – Service Department, Quality Lincoln Mercury
- Candi Johnson – Vice President, Minotola National Bank
- Charla Romer – HairTech, Bridgeton
- Denise Elmer – RN, SJH RMC

To purchase **50/50 tickets**, or to get more information about upcoming Auxiliary events, please call the SJH Foundation office at 856-691-6551.

Great New Courses, Same Great Event!

The SJH Foundation Golf Classic Debuts at Seaview Marriott

The 2005 SJH Foundation Golf Classic is scheduled for Wednesday, September 21st at Seaview Marriott on Route 9 in Galloway Township.

Golfers are excited about the opportunity to take on – the Bay Course and the Pines Course. While the courses are close together they each have distinct personalities. The Bay Course, par 71/6,247 yards, is the home of the LPGA ShopRite Classic and features a breathtaking view of the Atlantic City skyline

across the bay. The Pines Course, par 71/6,731 yards, is set among the peaceful, yet challenging, pine trees throughout the grounds.

Admission is \$225 per person, which includes greens fee, cart, lunch and dinner.

For tickets, sponsorship information or to volunteer, call the SJH Foundation office at 856-691-6551.



Director's Corner

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Foundation has numerous opportunities for you to give. We are using this newsletter to recognize the generosity of the 2005 donors that have, this year, supported our events and programs. Donors for upcoming events and appeals will be identified in future editions of our newsletter.

For more information on how you can enhance the future of healthcare by giving to the SJH Foundation, please call us at 856-691-6551.

Thank You to the donors who have generously made donations to the South Jersey Healthcare Foundation so far this year.

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Annual Fashion Show and Fair

Mark your calendar because one of the SJH Foundation's most popular events is coming! The SJH Foundation Annual Fashion Show and Fair is scheduled for Wednesday, October 26th from 5 – 8pm at Centerton Country Club.

Last year's sold-out event included more than 400 people and this year promises to be even bigger, with fashions from hot names like Chico's and Tahari and shopping from more than 30 vendors with everything from fashion accessories to salon and spa treatments.

Tickets are available at the SJH Foundation office (or Utopia) for \$35 — call 856-691-6551. Call early — tickets sell out fast! Proceeds from the event benefit SJH Foundation whose mission is to provide the needed resources for new programs, services and equipment for South Jersey Healthcare, its hospitals and affiliates in healthcare.



WANT TO BE A MODEL?

THIS COULD BE YOUR BIG BREAK!

The SJH Foundation is holding a Model Search on Saturday, September 10th at the Memorial School in Vineland.

Professional modeling agencies and the well-known television personality Trudy Haynes from CBS will be on hand to do the judging. The best part is the finalists will participate in the 2005 SJH Foundation Annual Fashion Show on October 26th. You could even get a professional modeling contract! Participation tickets are available before August 15th for \$20.

We are looking for men and women, ages 17 to 65 to model all types of fashions - casual, business, formal and furs. Clothiers include Zinman Furs, Tahari, Cache, Coach, Casual Corner and more.

For more information about the Model Search, or to purchase participation tickets, please contact the SJH Foundation office at 856-691-6551.