

HOAG HOSPITAL FOUNDATION in support of Hoag

# Scanner

Jeffrey M. Carlton Estate Makes

## Largest Gift in Hoag's 61-Year History

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### DONOR PROFILE:

The Commitment and Generosity  
of Arden Flamson

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### DONOR TRIBUTE:

Remembering Robert Taylor

*Jeff Carlton, circa 1978, at the newly established Press Forge.*

## *“If it is to be, it is up to me!”*

Favorite quote of Roger Kirwan

Dear Friends of Hoag:

I'm honored to be assuming the role of Chair of the Hoag Hospital Foundation Board on the eve of launching the biggest and most comprehensive campaign in Hoag's history. By virtually every reasonable measure, Hoag has already been very successful up to this point. We know that as the Foundation continues to prepare for the spring 2015 campaign launch, Hoag is proactively evolving into what it must become to meet the demands of the next generation of healthcare.

The Foundation's role as a fundraising organization is undertaken on behalf of every person who sets foot in a Hoag facility. Through the Foundation, each and every donor votes with their dollars for the level of healthcare they expect from Hoag. Donor intent and commitment are the driving forces behind what Hoag will become. In this way, the Foundation's fundraising success belongs to all of us.

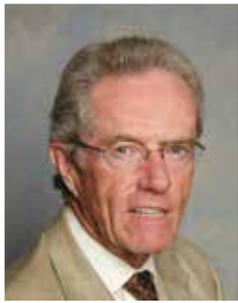
I'm confident that we have the right infrastructure in place to fully leverage donor support and produce the best possible results, starting with Hoag clinical and administrative leaders who've set visionary goals that will make a transformative impact on healthcare in Orange County.

These lofty goals are supported by the committed volunteer leaders on our Foundation Board who give their time, share their wisdom and act as tireless boosters for Hoag. And the Hoag Hospital Foundation team, true donor advocates and stewards, who've worked to identify and define giving opportunities that are aligned with Hoag's mission and vision and that offer the greatest potential for making a profound impact.

It's an honor to serve with this tremendously talented and dedicated group of people who have rallied around the idea of ensuring world-class healthcare here in Orange County. And, it's a privilege to serve you, our philanthropic community. I never forget that in my role as Chair of the Foundation Board, I'm partnering with donors and community members to shape Hoag's future.

I deeply appreciate your continued support and look forward to what we will accomplish together going forward.

Sincerely,

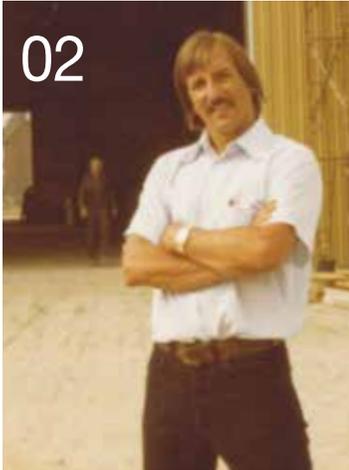


*Roger Kirwan*

Roger Kirwan  
Chair, Hoag Hospital Foundation Board

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### Scanner Magazine

Published by Hoag Hospital Foundation

Hoag Hospital Foundation  
500 Superior Ave., Suite 350  
Newport Beach, CA 92663

Scanner designed by creativeshoebox.com

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# Humble Man Forges Lasting Legacy

**Jeffrey M. Carlton Estate makes largest  
gift in Hoag's 61-year history**

Those closest to Jeffrey Carlton say that this unassuming and private man lived by a simple principle: do the right thing. He was personable with a caring nature and generosity of spirit that evoked loyalty and admiration from his over 100 employees.

Jeff, as he was known to his friends, founded Press Forge in 1978 and served as the company's Chairman and CEO until his passing in 2012. Press Forge is located in Paramount, California and is one of the largest U.S. suppliers of forging services and products to commercial and military aerospace, nuclear, oil and gas exploration and industrial markets.

"Jeff would never take any credit for creating this company out of an empty field in the middle of Paramount," shares Mike Buxton, president of Press Forge. "He liked to say that it was his employees who made it all happen, but none of us would have a job here today without Jeff's vision. Press Forge was one of the two most important things in his life, the other being his dad who passed away in 2004."

## Forging Family

According to Mike, Jeff was part of the "blueblood" of forging. His grandfather started Carlton Forge back in 1929 out of his backyard. The company has operated continually since that time and eventually Jeff's father, the late Allan J. Carlton, Jr., took over and it became immensely successful servicing the oil fields.

In the 1960s and 1970s, when commercial aerospace emerged and grew exponentially, Carlton Forge increasingly became an aerospace supplier. Jeff's father convinced him to start Press Forge to continue serving the oil field market. "With the support of his father, Jeff bought the raw land, put up the building, sourced the equipment and started Press Forge from scratch," shares Mike. "With all that family history, he was a forger at heart and the company thrived."

Jeff's initiative benefitted his employees and the local economy. Very well-liked, Jeff had the respect of Paramount Mayor Gene Daniels who says, "Jeffrey Carlton was a valued member of our community. His friendship, approachability, and thoughtful nature were all very much appreciated. The generosity of his gift to Hoag is no surprise to the many people in town who knew and respected him."

## Honoring His Father

According to his wishes, the Jeffrey M. Carlton Estate made an irrevocable estate gift to Hoag which is currently valued at \$53 million. The largest donation in Hoag's history to date, Hoag will use this transformational gift to support a variety of needs including advanced technology, innovative programs, world-class clinical staff and exceptional facilities.

Jeff's father, Allan, was a generous philanthropist and longtime supporter of Hoag. Allan's name, and that of his wife Lorraine, grace the donor walls of Hoag Hospital Newport Beach. "Jeff's gift honors his father's strong affinity for Hoag and commitment to supporting outstanding healthcare in our community," says Mike. "He was very caring about the people around him, and he would be very pleased to know that his gift to Hoag is going to touch the lives of so many in such a positive way."

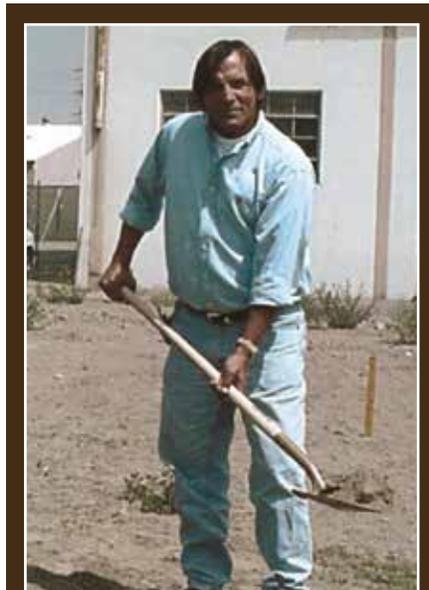
## Jeff's Lasting Impact

The Carlton Estate will become a foundation that will make a significant annual distribution to Hoag Hospital Foundation over the course of many years. In gratitude and recognition, Hoag is committing the first \$15 million to the Heart & Vascular Institute which will be renamed the Jeffrey M. Carlton Heart & Vascular Institute.

"This will be the first of many ways we plan to honor Mr. Carlton's extraordinary generosity," announced

Flynn A. Andrizzi, Ph.D., Hoag Hospital Foundation president and Hoag senior vice president. "The impact of this gift cannot be overstated; it will be felt by Hoag and our community for years to come." According to Flynn, the gift also represents an auspicious beginning to the Foundation's upcoming campaign which has an initial goal of \$500 million by 2020.

"This historic gift comes at a pivotal moment in the history of healthcare," said Hoag President and CEO Robert Braithwaite. "As we move into a new era of healthcare delivery where we must accomplish more with less, every Hoag patient and our entire community will benefit from Mr. Carlton's generosity. We are deeply grateful." ■



*An avid outdoorsman, pilot, boater, accomplished skier and photographer, Jeff, shown here breaking ground for a new forge shop, lived life with gusto.*



From left to right: Taryn Flamson, Cody Moore, Billie Flamson, RJ Flamson, Arden Flamson, Tom Moore and Brooke Flamson

# Family Ties

## Arden Flamson Transformed Her Family's Grief into a Gift for other Families

It all started when young Arden met Richard Flamson while they were both students at the Claremont Colleges. Their romance quickly led to marriage and then, according to Arden, Richard simultaneously received his diploma and his orders for the army. Richard, a bright, hard-working man with a great sense of humor and a passion for living, went on to serve as the president, chairman of the board and CEO of Security Pacific National Bank while Arden very happily focused on rearing their four children.

In 1991, Richard succumbed to leukemia. One of the first to occupy the

then brand new Patty & George Hoag Cancer Center, Richard had been a long-time friend of Hoag including serving on the board. Seeking to find an appropriate beneficiary for donations in Richard's name from colleagues, family and friends, Arden consulted with Richard's oncologist, Dr. Patrick Sheehy.

When Dr. Sheehy suggested that Arden consider directing a gift to creating a hereditary cancer screening program at Hoag, the idea took root. "He told me that heredity is a link that can give people, and their doctors, a warning," shares Arden.

"Hoag was very open to it and that was the beginning." The program, which started out screening for breast cancer, continues to expand its charter as more genetic tests become available (see sidebar).

### Habit of Giving Back

A three-time breast cancer survivor, Arden is a founding member of Circle 1000, a volunteer support group that, in its 26-year history, has raised more than \$14 million for the Hoag Family Cancer Institute. "I think it's obvious that Circle 1000 is a passion

of mine,” she smiles. “You just don’t hang around for 26 years unless you believe in the cause.”

Circle 1000 not only provides a significant source of funding for the Hoag Family Cancer Institute, the annual celebration brunch is meaningful and inspiring for everyone involved. “When you get hundreds of people together in a room and you’re all there to make a difference, it’s an emotional experience,” says Arden. “It’s a priceless opportunity for physicians, cancer survivors and Circle 1000 supporters to connect and celebrate the strides we’ve made in the diagnosis and treatment of cancer.”

A strong supporter of women’s health, Arden played an instrumental role, along with Ginny Ueberroth and Sandy Sewell, in the campaign that raised the money to build the Sue & Bill Gross Women’s Pavilion. Arden has also continued a family tradition, that started with her and Richard, of supporting the Claremont Colleges where she is a Life Trustee. She sums it up, “I admire people that give of themselves. I think you get back far more than you ever give.”

## Comfort and Joy

The great love of Arden’s life is her family with whom she enjoys a very close relationship. All but two members of her immediate family, which includes nine grandchildren and three great-grandchildren, live within minutes of her Balboa Island home. Life is good for Arden between working on projects she believes in, spending time with her family and friends and walking her golden retriever. And, life is better for countless families in our community thanks to her lifetime of commitment and generosity. ■

# Saving Lives and Putting Minds at Ease

## Richard J. Flamson Hereditary Cancer Program

For 41-year-old Sandra, being diagnosed with colon cancer was part of a tragic family tradition. Both her mother and maternal grandmother succumbed to cancer after being diagnosed with it in their thirties. What she didn’t know was that endometrial (uterine) cancer is closely associated with the most common form of hereditary colon cancer (Lynch Syndrome).

After being referred to Hoag’s Richard J. Flamson Hereditary Cancer Program, genetic testing confirmed that Sandra did indeed have a mutation in one of the genes which can cause Lynch Syndrome. As a result, at the time of Sandra’s colon surgery, she also arranged for a simultaneous hysterectomy. The gynecological oncologist discovered cancer in her uterus but, because it was caught so early, no further treatment was necessary.

During a tearful thank-you call to Flamson Hereditary Cancer Program staff, Sandra’s father Phil expressed his profound gratitude for their role in helping his daughter avoid the cancer that took her mother and grandmother too early.

## Rapid Advances

Since the human genome was fully sequenced a decade ago, research in the field of genetics has advanced rapidly. Today, tests are available to find a genetic link for more than

2,500 diseases (ten years ago, that number was around 900) including many types of cancer. While only about 10 percent of cancer is known to be hereditary, we know that damaged genes leading to certain kinds of tumors are more likely to be passed from parent to child than others.

To date, over 50 kinds of cancer genes are identified. Hoag Family Cancer Institute has long had an interest in hereditary cancer. Thanks to the visionary support and generosity of Arden Flamson, the Flamson Hereditary Cancer Program was one of the earliest available. As new tests become commercially viable, Hoag has expanded the program which has grown tremendously.

Recently, the Flamson Hereditary Cancer Program has been featured in the national media including the March 2013 issue of *O Magazine* and [www.Bloomberg.com](http://www.Bloomberg.com).

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If you would like more information on how you can support the Flamson Hereditary Cancer Program, please contact Carlin Schneider at (949) 764-7209 or [Carlin.Schneider@hoag.org](mailto:Carlin.Schneider@hoag.org).

# Congratulations & Thank You!

Each year Hoag Hospital Foundation honors those whose volunteer service is outstanding and deserving of special recognition. Recipients of these special awards are those who organize and lead programs; plan and conduct Foundation activities, benefits and special events; provide guidance and direction; set policy and procedure; and encourage their friends to financially support Hoag.

## Vin Jorgensen Award Winners:



**Circle 1000**  
**Kerry Barth**

As an oncology nurse, Kerry Barth knows that having access to the most advanced treatments available can mean all the difference for cancer patients. She also knows that Circle 1000 provides that difference. A member of the Circle 1000 committee for a number of years, Kerry's past service includes time as the Underwriting Chair as well as her 2013 role as Circle 1000 Committee Chair.

Circle 1000 and the women dedicated to its mission have been inspirational to Kerry from the beginning. Kerry shares, "I have made some life-long friends—they are women I truly admire and look up to. Our Hoag supporters prove over and over with their loyalty what a great community we have!" A long-time friend of Hoag, Kerry has supported Hoag fundraising endeavors such as the Christmas Carol Ball and 552 Club.



**552 Club**  
**Cindy Kansky**

Life as she knew it was changed forever for Cindy Kansky when her beloved husband Bill passed away suddenly in February 2008. The experience was a catalyst for her to honor his legacy by finding ways to give back to others. Cindy, who has over 20 years of business experience in sales and marketing, began lending her time and talent to Hoag three years ago.

In that time, she's become an integral member of the 552 Club Board, co-chairing the 552 Club mixers and serving on many committees including those organizing the Summer Movie Classic (previously known as the Movie Screening) and Christmas Carol Ball. She also serves on the Stewardship Committee, building relationships with Hoag donors by sharing her story, learning their stories and connecting their philanthropic passions to Hoag giving opportunities in deeply profound and meaningful ways.



### Hoag Hospital Foundation Board Jim Coufos

Formerly the Chair of the Hoag Hospital Foundation Board, long-time philanthropist and volunteer leader Jim Coufos is also an ex-officio member of the Hoag Hospital Board and a member of the Hoag Charity Sports Board. Previously, Jim served for many years as the Chair of *Choose Nursing, Choose Hoag* where he was instrumental in increasing awareness about the importance of nursing education and in raising tremendous support for Hoag nurses.

A native of Brooklyn, New York, Jim, who grew up with little means, is very grateful for his success and believes it's important to give back. "I've been very blessed throughout my life," he shares. "I'm proud to be involved with Hoag and all of the wonderful people associated with it, particularly Hoag nurses who are truly extraordinary."



### Auxiliary Laurene Small

In 1999, after her recovery from lung cancer that was caught in the very early stages, Laurene Small prayed for guidance on how best to use her life in service to God. Led to Hoag, Laurene began her volunteer work in Pastoral Care and soon added Mother-Baby to her schedule. She was then asked to take over as the Auxiliary Chair of the Mother-Baby area and has spent the past 14 years making life easier for new moms as well as Hoag OB nurses and physicians.

She takes great pleasure in combining her gifts for connecting with people with her management skills as she not only schedules and administrates 28 volunteers but also offers kind words of encouragement to nervous new moms. She had a four-year stint on the Auxiliary Executive Board as the Vice President of Placement. In 2006, she was invited to join the Hoag Nightingales and is delighted to be a newly elected board member and taking on the role of Vice President of Hospitality this year.



### Pete Siracusa Award Doug Meece

Devoted philanthropist, volunteer and long-time friend of Hoag, Doug Meece has been a Hoag volunteer leader for more than 15 years. A member of the 552 Club board for a number of years, Doug served as 552 Board President and served on the committee for many events over the years such as the Christmas Carol Ball and Summer Movie Classic. He was also on the original committee for the Hoag Hospital Foundation's Forum on Healthcare.

A founding board member of the *Choose Nursing, Choose Hoag* (CNCH) committee, Doug is currently serving as the CNCH Chair where he is helping to raise awareness and funds to support Hoag nursing. Doug shares that he believes Hoag has some of the best healthcare leadership in the country. He is proud to serve an organization about which he regularly hears glowing stories of life-saving care and extraordinary nursing.



### Presidents' Circle Award Terry and Bob Callahan

To say that Hoag has a special place in the hearts of Bob and Terry Callahan is an understatement given the fact that their first real date was 30 years ago at the Christmas Carol Ball. Since that time, this dynamic duo has made it a priority to support Hoag and our community. The couple are long-time 552 Club board members and each has served as the 552 Club Chair.

Bob went on to serve on the Hoag Hospital Foundation Board for many years including a term as its Chair. Together the Callahans have chaired and co-chaired key Foundation events multiple times such as the Christmas Carol Ball, Summer Movie Classic and the Sweetheart Ball. They provided invaluable insights and assistance on the Forum on Healthcare committee. Bob also serves on the Toshiba Classic committee including announcing the first tee.

# Funding Excellence

## Dr. Michael Brant-Zawadzki Honored in Endowed Chair Investiture Ceremony

The ‘endowed chair’ model has long existed in academia but is not commonly found in hospitals outside that realm. That Hoag has implemented this model speaks to the distinctive nature of the highly sophisticated care we provide here.

In September of 2013, Hoag Hospital Foundation held a formal Endowed Chair Investiture ceremony to recognize Hoag’s eighth endowed chair recipient: Michael N. Brant-Zawadzki, MD, FACR, Ron & Sandi Simon Executive Medical Director Endowed Chair, Hoag Neurosciences Institute.

In a gesture of respect and esteem, fellow physicians participated in a traditional white coat processional in honor of the official ceremony for the new endowed chair. As a show of gratitude and respect, Dr. Brant-Zawadzki serenaded Ron and Sandi Simon and their guests with a solo rendition of “*In My Life*” by The Beatles.

### A Great Honor

Endowed Chairs are one of the most prestigious honors that can be bestowed on a physician and they come with very high expectations. In addition to acting as leaders among their peers, endowed chair holders must stay current with the latest advances in their fields and encourage and participate in clinical research and other academic pursuits. They must understand the needs of patients from an organizational prospective and act as leaders of care in addition to providers of care.

Our clinical leaders meet these ambitious goals thanks to the generous support of our donors. “Ron and Sandi Simon are visionary donors and we are deeply grateful for their generosity in allowing Hoag to create an executive

medical director level endowed chair,” says Flynn Andrizzi, Ph.D., president, Hoag Hospital Foundation and senior vice president, Hoag. “The benefits of endowed chairs are exponential. They enhance the reputation of an organization which serves to draw and attract other renowned clinicians and staff, and they provide financial resources for the physician leader holding the chair to advance his or her clinical specialty.” ■



Dr. Michael Brant-Zawadzki with Sandi and Ron Simon



Dr. Kris V. Iyer

# Making a Difference in Diabetes Care

**New Endowed Chair Honors the Work of Dr. Kris V. Iyer**

Thanks to the support of visionary donors who recognize the important role that physician leadership plays in providing outstanding care, Hoag Hospital Foundation has established the Dr. Kris V. Iyer Endowed Chair in Diabetes Care at the Mary & Dick Allen Diabetes Center. Naming this chair in Dr. Iyer's honor is a testament to his pioneering work in bringing the Mary & Dick Allen Diabetes Center to fruition and establishing it as a hub of diabetes care in our community.

Made possible by the generosity of Mary and Dick Allen, the George Hoag Family Foundation and Margaret and Tom Larkin, the endowed chair recognizes a physician who has devoted his career to improving diabetes care. A renowned endocrinologist and President of Hoag Medical Group and Executive Medical Director of the Mary & Dick Allen Diabetes Center, Dr. Iyer is deeply honored to be recognized with an endowed chair in his name.

"I'm very grateful to our committed donors who are partnering with us to make a real and sustainable difference in the health and well-being of those with diabetes," he says. "The endowed chair will provide financial resources to further advance the mission of the Allen Diabetes Center and provide educational and clinical resources for physicians and their patients living with diabetes."

## **Iyer Endowed Chair Holder Named**

Daniel A. Nadeau, M.D., who joined Hoag as the program director of the Allen Diabetes Center in fall 2013, is the first recipient of the Dr. Kris V. Iyer Endowed Chair in Diabetes Care. With extensive experience and measurable results building diabetes centers from the ground up, Dr. Nadeau has successfully changed the landscape of

diabetes care.

Recent co-author of *The Color Code: A Revolutionary Eating Plan for Optimum Health*, Dr. Nadeau says that the chair will allow unprecedented outreach to those living with diabetes and their families. ■

*"I am truly honored to hold the endowed chair, and I'm deeply indebted to the donors who made it possible," shares Dr. Nadeau. "It reflects an ongoing lifetime of service by Dr. Iyer who is wholeheartedly devoted to caring for those with diabetes. It also reflects the remarkable generosity and vision of the donors who have done so much to advance the cause of diabetes on a local, national and international level."*

~Daniel A. Nadeau, M.D.

# Making Merry!

## Hoag's 47th Annual Christmas Carol Ball

Hundreds of Hoag's family of supporters, volunteers and friends gathered in the Pacific Ballroom at the St. Regis Monarch Beach Resort to celebrate Hoag's 47th Annual Christmas Carol Ball on Saturday, December 7, 2013.

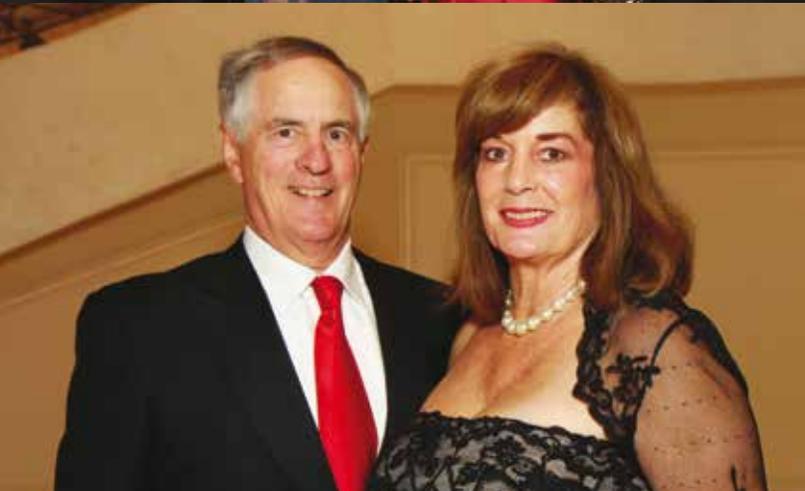
To the delight of everyone, Hoag's long-time treasured friend, Nora Jorgensen-Johnson, gave the invocation. Other special touches included lush ambient music by String Theory and an "angelic" performance by NRG Music and Production. Guests enjoyed fine dining and later danced the night away with more music by NRG.

We would like to extend our deep appreciation to event co-chairs Mary Allen, Ann Raney and Pame Schmider. Thanks also to the donors of our spectacular auction items: Traditional Jewelers for the Longines Kentucky Derby package won by Richard and Jane Taylor; Angels Baseball for the "Chance of a Lifetime" package won by Arlene Key; and Fig & Olive for the Chef's Private Tasting Dinner won by Roger and Tracy Kirwan.

We are deeply grateful to our wonderful community of Hoag donors and friends. This year, major underwriters designated gifts to key areas of Hoag including the Women's Health Institute, Mary & Dick Allen Diabetes Center, Hoag Family Cancer Institute, Orthopedics, the Neurosciences Institute, Jeffrey M. Carlton Heart & Vascular Institute, *Choose Nursing, Choose Hoag* and Hoag Hospital Irvine. ■

**To see photos from the event, log on to [www.christmascarolball.org](http://www.christmascarolball.org).**

Photo Captions--First row: Carolyn & Gary McKitterick; Hope Miller and Patricia Cranford; and Pame Schmider, Mary Allen and Ann Raney. Second row: Jim & Viki Coufos with Sheri & Bill Morrison; and Jim & Pam Muzzy with Sandi & Ron Simon. Third row: Andy & Joan Fimiano; and Dr. John Applegate with Nora Jorgensen-Johnson and Fran Applegate. Fourth row: Tracy & Roger Kirwan; Judy & Richard Voltmer; and Tom & Karen Linden with Sally and Dr. Richard Afable.





Robert T. Braithwaite,  
Hoag President and CEO

# We Are Hoag!

## 2013 Choose Nursing, Choose Hoag Annual Celebration Luncheon

The 2013 *Choose Nursing, Choose Hoag* (CNCH) Luncheon, held on November 6, was a celebration of nursing scholarship recipients and the donors who so generously support exceptional nursing care at Hoag. A highlight of the luncheon was a very special video entitled, *I AM HOAG*, which featured Hoag nurses sharing what working for Hoag means to them and expressing their gratitude to the donors that support them.\*

Since its inception in 2004, CNCH has raised more than \$22.5 million in philanthropic support for nursing education, training, scholarships and professorships. For more information, contact Carley Prendergast at (949) 764-7213 or Carley.Prendergast@hoag.org. ■



Douglas Meece, CNCH Chair, Jane Taylor, CNCH Luncheon Chair and Rick Martin, Ed.D., MSN, RN, Senior Vice President, Clinical Operations and Chief Nursing Officer at Hoag



Jim Newkirk, CNCH donor, flanked by grateful Hoag nurses



Roger Kirwan, Hoag Hospital Foundation Board Chair, Flynn A. Andrizzi, Ph.D., president, Hoag Hospital Foundation and Jim Coufos, past Hoag Hospital Foundation Board Chair and former CNCH Chair

## Julia and George Argyros

### 2013 Choosing Nursing, Choose Hoag Hall of Fame Honorees

We are delighted to induct Julia and George Argyros into the *Choose Nursing, Choose Hoag* Hall of Fame in recognition of their transformational \$2.5 million gift. The largest gift to nursing in Hoag's history, the funds have significantly expanded and enhanced nursing education initiatives at Hoag and led to a jump from 80 nursing scholarships awarded in 2012 to 243 in 2013. ■

\* Visit [hoaghospitalfoundation.org](http://hoaghospitalfoundation.org) and click "Choose Nursing, Choose Hoag" under "Giving Opportunities" to view the video.



# Golfing Responsibly

Drive for a Cause Community Volunteers Raise Awareness and Support

On a gorgeous sunny day in September 2013, the 7th annual Drive for a Cause Golf Tournament and Auction, presented by Sares Regis Group, succeeded in raising over \$71,500 for Hoag Family Cancer Institute and Miracles for Kids. A sold-out crowd enjoyed the tournament and awards reception where the silent auction and raffle proceeds exceeded expectations. Since its inception, the tournament donations to Hoag and local charitable organizations have surpassed \$365,000.

## Grass Roots Philanthropy

Drive for a Cause is one hundred percent volunteer-based and strives to fulfill an inherent responsibility toward the social, medical and educational needs of local communities. Founders, Jeff Bellitti and Marcus Berry, established the event in memory of Dr. Charles Bellitti, a renowned and much-loved orthopedic surgeon who served in Orange County for 28 years. Dr. Bellitti passed away eight years ago after fighting a courageous battle with cancer.

According to Jeff, Drive for a Cause started out as a one-time 'family and friends' tournament. He recruited Marcus, his life-long best friend, and it's grown into an eagerly anticipated annual event. "We had a vision of doing one tournament and raising \$10,000 for Hoag as our good deed for the year," he shares with a smile. "The event ended up selling out the first year including all of

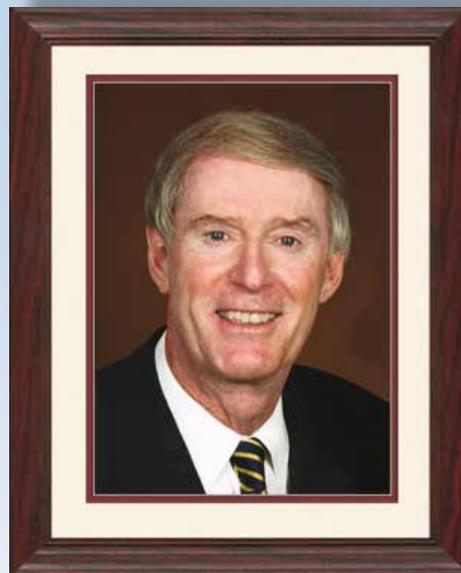
our sponsorships and raising \$36,000. We realized this was something special and we made the commitment to keep it going."

## Funding Hope

Hoag Family Cancer Institute (HFCl), where Dr. Bellitti was treated, has been the primary beneficiary of Drive for a Cause since the beginning. "My dad was a surgeon at Hoag and it was like a part of my family," says Jeff. "Hoag and Dr. VanderMolen treated him very well. When he passed away I got the idea for the tournament to support cancer care at Hoag."

This year, funds from the tournament are supporting two important programs at HFCl including the Creative Expressions Art Program led by a local artist and based on the idea that art enhances quality of life. Patients leave the quarterly program having created art projects in various mediums. Also supported by Drive for a Cause is Hoag's Brighter Image Program which provides one-on-one consulting on dealing with hair loss and skin changes during cancer, and provides patients with specially-fitted wigs, scarves and much more.

Jeff and Marcus also select a secondary beneficiary each year. This year it was Miracles for Kids and in past years Drive for a Cause has supported Child Guidance Center, Fertile Hope, netz 4 Life and the Semper Fi Fund.



## Remembering Robert Taylor

Hoag Hospital Foundation pays tribute to Hoag Benefactor, Robert Taylor, known as Bob, who passed away in August 2013. An ardent Hoag booster, Bob's contributions as a member of the Hoag Hospital Foundation Board were invaluable.

"We at Hoag are so grateful that we had a chance to know and work with Bob during his time on the board," says Flynn A. Andrizzi, Ph.D., Hoag Hospital Foundation president and senior vice president, Hoag. "We benefited greatly from his passion for healthcare and his remarkable business mind. He is missed."

Perhaps best known as the creator of *Soft Soap*, which made his reputation as a business genius, Bob built and sold more than a dozen businesses during his lifetime. His ventures included businesses that produced toothpaste, shampoos and popular fragrances, including the Calvin Klein fragrance, *Obsession*.

Known to his friends as a very caring man, Bob is remembered as someone who connected well with people of all ages. "Young people really liked him," shares Ron Livingston, good friend to Bob and former Hoag Hospital Foundation Board member. "He took an interest in them and tried to help them. He also loved a good game of golf!"

Friend Dick Carroll remembers that although he had phenomenal business success, he was very self confident

and down to earth. "It was not easy to draw his story out of him," remembers Dick. "He never volunteered all of his accomplishments. We had many wonderful times together. He was always accessible and interested in new ideas."

Bob was a beloved husband to Mary Kay, father to daughters Lori Lawrence and Karen Brandvold and grandfather to five grandchildren. His son, David Taylor, died in a 1984 avalanche in Utah. ■

*"We at Hoag are so grateful that we had a chance to know and work with Bob during his time on the board."*

**Flynn A. Andrizzi, Ph.D.**  
Hoag Hospital Foundation President  
and Senior Vice President, Hoag

# Serving the Whole Person

## Hoag Pastoral Care Expanding to Train Nurses

The morning started out typically for fifty-eight-year-old Karen\* but by the afternoon she was in CICU after suffering a massive heart attack. As Susan, Karen's nurse, attended to Karen's physical needs, she noted that her patient was scared and stressed. Because Susan had completed a unit of chaplaincy training, she knew the power of being completely 'present' with Karen's emotional state and was comfortable encouraging Karen to express her deeper needs after this life-changing event. She also recognized when it was time to offer additional spiritual support through Hoag Pastoral Care.

According to Reverend Don Oliver, director of Pastoral Care at Hoag, one of his important goals as Hoag moves increasingly toward population health is to establish a formal training program along with scholarships for nurses who want to train as chaplains. Nurses with chaplaincy training extend the reach of Hoag Pastoral Care by providing emotional and spiritual support for patients, their families and even fellow nurses and staff.

"Nurses are already intimately connected to their patients and many would like the extra training to provide care for the mind and spirit as needed by the bedside," shares Reverend Oliver. "Many are not comfortable going outside the bounds of their discipline so chaplaincy training provides the education they need to connect with patients and their families at that deeper level."

### Meeting Spiritual Needs

The Hoag Pastoral Care Department provides services that meet the spiritual needs of patients and their families as well as physicians, Hoag staff and the community at large. Programs and services include pastoral counseling, bereavement support, religious services and education programs—all free of charge. Hoag Pastoral Care welcomes all faiths and belief systems and invites spiritual leaders in the community from diverse faiths as needed to meet a patient's individual needs.

While this is a life-enhancing and healing service, Reverend Oliver is aware that philanthropy plays an important role in its sustainability. "We count on donors to help us raise enough funds so that all of the critical pastoral care services and programs remain viable regardless of the changes in healthcare," he shares. "We are called to this work and are so grateful to those who are moved to support it."

If you would like more information about supporting chaplaincy education for nurses, the CPE program or other work and programs of Hoag Pastoral Care Department, please contact Greg Gissendanner at (949) 517-3135 or [Greg.Gissendanner@hoag.org](mailto:Greg.Gissendanner@hoag.org). ■

\* Names changed to protect privacy

## Hoag's Leadership Extends to Pastoral Care

In May of 2013, Hoag Pastoral Care Department became nationally accredited to offer Clinical Pastoral Education (CPE) which is professional education for ministry graduate students. "Most healthcare providers prefer to retain clinically trained chaplains and we can now offer that training at Hoag," says Reverend Oliver. "We've recruited one of a small number of specialized supervisors in the country to Hoag to develop our program. So, not only will Hoag-trained chaplains touch patients all over the country, they will complete their residency training at Hoag which will significantly improve our ratio of chaplains to patients in Hoag facilities."

# Reflections from Flynn:

## *Changing of the Guard on the Foundation Board and Comprehensive Campaign Planning Update*

The new fiscal year brought some changes to the Hoag Hospital Foundation Board. We bid a fond farewell to outgoing Chair, Jim Coufos. I want to thank Jim for his dedication and his unwavering support of the Foundation and our donor community. A caring and compassionate person with a true passion for Hoag, Jim generously gave his time and resources on behalf of our community. We had very significant fundraising goals and, under his watch, not only did we meet those goals but Hoag received the largest gift in its history.

Jim, who will remain on the Board as the Immediate Past Chair, has set the stage for incoming Chair, Roger Kirwan. We are excited to have Roger on board as our new Chair. His experience leading the board of the Performing Arts Center during its campaign is invaluable to the Foundation as we prepare to launch our comprehensive campaign. Roger's enthusiasm for and expertise in meeting substantial fundraising objectives will be of tremendous benefit to the Orange County community.

We are very pleased to welcome Sandi Simon back to the Board and two new members, Tom Olds and Bob Roth. We want to thank and acknowledge members leaving the board including past Chair, Karen Linden. Karen made tremendous contributions in her term as Chair as well as in the many other executive-level Foundation Board positions she held during her distinguished tenure. We also want to

thank outgoing members Rusty Turner, for his tremendous contributions on the Hoag Neurosciences Institute committee, and Greg Brakovich, for his dedicated service. On a sad note, we are mourning the untimely loss of Foundation Board member, Robert Taylor.

### **Campaign Planning in Progress**

With our new Board in place, we are setting a solid foundation for our new comprehensive campaign which launches in spring of 2015 and has a working goal of \$500 million. The historic and transformational gift from the Jeffery M. Carlton Estate, featured in the cover story of this issue, has provided tremendous momentum and excitement.

As we move through the process of comprehensive campaign preparation, we are asking a small group of long-time Hoag supporters to participate in a Campaign Strategic Planning Study. Grenzebach Glier and Associates (GG&A), one of the nation's foremost campaign consultants, is conducting the interviews and will provide a summary of results to us in early 2014. We are also conducting Leadership Briefings with lead donors and beginning the process of developing campaign communications including a new website.

I look forward to sharing more of our progress with you as we move forward. ■

**Flynn A. Andrizzi, Ph.D.**

*President, Hoag Hospital Foundation,  
Senior Vice President, Hoag*



# Hoag Hospital Foundation

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### Scanner on the Web

If you would like to view an electronic version of this issue of *Scanner*, log on to [hoaghospitalfoundation.org](http://hoaghospitalfoundation.org) and click on the News link.

# Scanner

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*Kira, 9 years old  
Ryan, 12 years old*

## Hearts for Giving

### Budding Philanthropists Ryan and Kira Farias

Recently, Ryan and Kira Farias were at Hoag Hospital Newport Beach visiting their great-grandmother, who was an inpatient at the time. While hanging out in the waiting area with their dad, they spotted the nearby vending machine. After choosing their snacks, the girls collected their change and spontaneously decided to donate it to Hoag. They didn't know how to go about donating, so Ryan talked with a nurse and asked if she could take care of it.

According to their mother, Maria, both girls enjoy donating a portion of their birthday money, and proceeds from their occasional lemonade stands, to worthy causes. "Ryan especially loves the San Diego Humane Society and donates to them on a regular basis," shares Maria. "Being recognized for this donation has been so rewarding for the girls. I guess it's a lesson that every donation counts, no matter the amount!"