

# Building *Your* Healthcare System of the Future

The Campaign for Palomar Pomerado Health

## FREDA PALMER – A LIFE OF JOY

Freda Palmer loved her daily walks and exotic animals like elephants, tigers and pandas – but most of all, she loved people. Her zest for life didn't fade when she reached her milestone 100th birthday several years ago; she continued to hold birthday parties at the San Diego Zoo and San Diego Zoo Safari Park, greet her fellow residents during walks at Rancho Bernardo's Casa de las Campanas retirement community, and maintain the philanthropic efforts she started decades ago until her recent death.

Those efforts included her support of the Women's Outpatient Services Pavilion at Pomerado Hospital and cardiovascular services throughout the Palomar Pomerado Health (PPH) system. In recognition of her continued generosity, one of the signature terrace gardens at Palomar Medical Center (PMC) West will be named in her honor.

Mrs. Palmer, who was born in Stuttgart, Germany on May 10, 1905, died Oct. 7, 2010 after a short illness. She was 105.

"She had this magnificent mindset," said Terry Green, president and chief development officer of PPH Foundation. "That she experienced so much gave her a wonderful perspective and sense of history. She loved to be involved and she always wanted to know how construction of the new hospital was progressing. She was very interested in health care and she wanted to make sure that there were excellent facilities available for everyone because she knew the value of good health." Mrs. Palmer enthusiastically followed the progress of PMC West, and joined other supporters and contributors in signing her name to the final beam that topped off the project.

"I've never known her to complain about anything. She was always positive and upbeat," remembered Dennis Merkes, pastoral care counselor at Casa de las Campanas. "And she was very humble."



Freda Palmer – photos courtesy of Casa de las Campanas retirement community

In addition to her support of PPH, she also donated a large sum to the retirement community for the building of a dementia care unit. But Merkes said, that she didn't want anyone to know that she had done that. Finally, the executive director convinced Mrs. Palmer that people really wanted to know who had been so generous. In the end, she agreed in hopes that her actions would encourage and inspire others to give as well.

The Palmer Special Care Residence opened at the retirement community in December 2005. Freda Palmer, born Freda Maier, was just 18

years old when she landed at Ellis Island in 1923. She was sponsored by a great uncle and worked as a housekeeper in his home while attending vocational school. She accepted a job at Westinghouse in New York City, where she met her future husband Karl. They married in 1928. When they retired, they lived for a short time in Florida, but moved to Rancho Bernardo into the Seven Oaks community in 1966. She moved to Casa de las Campanas shortly after her husband's death in 1992.

"She was in the independent living area, and I think she only had about 10 days over the past few years when she received nursing care," said Fredric Roshensky, her accountant and long-time friend.

"She just enjoyed life, she had a blast. She enjoyed going to dinner with her friends, she enjoyed her walks and watching 'Jeopardy' and 'Wheel of Fortune' and she enjoyed giving her money away. She was a sweetie," Roshensky said. "As my wife said: she was the only girlfriend I was allowed to have!"

Green agreed that supporting a variety of philanthropic projects gave Freda Palmer, who had seen and done so much, a chance to continue to enrich the lives of her friends and her larger community.

"She knew she was doing good and it gave her a sense of accomplishment," Green said. "She said it brought joy to her life and at the same time it was improving the human condition. She gave joy and she was a joy to know." +



SPRING 2011

## THE DEGENS EXPERIENCE THE POWER OF MEDICAL AND COMMUNITY HEALING



The Degens enjoy the view of Pauma Valley from their home terrace.

Photo: Mary Curran-Downey

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Sometimes, life can change in an instant. For Al and Pam Degen, it changed in a moment – and eight days. The moment came when the couple, recent transplants from the desert community of La Quinta who had lived in their Pauma Valley home for less than a year, picked up the phone to call Valley Center physician Dr. Roy Johnson. Al was feeling ill and Dr. Johnson was the only local doctor they knew. He told the anxious couple to meet him at Palomar Medical Center where Al spent the next eight days.

“He was in the ICU, he had pneumonia,” said Pam, as she recounted the frightening incident. “He was moved to three different floors for three different levels of care. But the care and attention was just superb.”

Cardiovascular specialist Dr. Dennis Leahy was also brought in, said Al.

“I felt like I had the best medical team available anywhere,” he said. “Between Dr. Leahy and Dr. Johnson, we felt very comfortable with my medical care.”

Now back at home with their three dogs, Fritz, Billie, and Kona, the Degens encourage their neighbors to get involved with the construction of Palomar Medical Center (PMC) West by taking a tour and seeing how the hospital of the future is taking shape.

The 360-bed PMC West, which will open in 2012, combines the latest medical technology and advances in patient care within a healing environment of gardens, terraces and outdoor balconies. The new facility will also provide expanded trauma

and emergency services, heart surgery, neurosurgery and vascular services. One of the most striking features of the hospital is the 1.5 acre green roof and terrace above the surgery, cardiology and interventional radiology suites.

“The tour will really make you a believer,” said Al. “You’ll be impressed with so many things. I think the idea of the roof garden is terrific. When you have something living and growing like that, it’s very peaceful.”

The Degens decided to show their support by contributing to the Palomar Pomerado Health Foundation’s Charitable Gift Annuity Program, which provides them with a guaranteed income for life as well as a tax deduction. Because of their generosity, the PPH Foundation will name the 4th floor east terrace in their honor. Al’s recent hospital stay gave the Degens a first-hand look at PPH’s exceptional level of care – and it gave them a new insight into the caring and support of their new neighbors.

“This is really a very warm and welcoming community,” said Pam. “When Al was recovering, people would just come by and leave meals for us and we never even knew who did that. It’s made us feel like a real part of the community.”

Al has returned to the golf course and Pam continues to compete in triathlons, and both enjoy keeping Fritz, Billie and Kona happy. And letting their friends know that even in rural Pauma Valley, the best medical help is close at hand. +

## HIGH TECH MEETS HIGH TOUCH- INNOVATIVE TECHNOLOGIES SUPPORT PPH’S HEALING PROCESS

Robotics that help rewire patients’ brains so they can regain the use of their arms after a stroke, ultrasound machines small enough to fit in the palm of a hand, pulses of ultraviolet light to zap microorganisms that cause hospital-acquired infections – it sounds like science fiction, but these and other new technological advances will soon be a part of the healing process throughout the PPH system.

PPH is so committed to actively searching out innovations that foster healthier outcomes that it made discovering and helping to design the latest technology a part of the district’s 2011 Strategic Plan. It also created the PPH Foundation-sponsored Technology Innovation Committee to explore these emerging trends and products, with funding generated by the foundation.

“We owe it to our neighbors and our community that if they need healthcare services, we are providing them the best care they can receive and they don’t have to leave North County,” said Dr. Ben Kanter, PPH chief medical information officer. “A lot of the changes are subtle, some are major, but the impacts are profound on how patients are cared for.”

One of the biggest changes will come about because of the same wireless technology

that has revolutionized computers and telephones; it will be an integral part of the new Palomar Medical Center (PMC) West. Patients who were once confined to their rooms and physically attached to monitors will now have the ability to freely move about halls, common areas and terraces. The monitoring can even continue once the patient has left the hospital and is recuperating at home.

To make this all possible, PPH is partnering with commercial and educational leaders in the medical technology field. Other innovations include:

- A research and development partnership with San Diego-based CareFusion for the co-design of the next generation of automated medication dispensing systems. The committee will help determine what features will be most appropriate for the company’s newest products and will test the concepts at PMC West, which will enable other hospitals across the country to view the new technology in action.
- Myomo Neuro Robotic Stroke Therapy, originally developed at the Massachusetts Institute of Technology, combines robotics technology with the latest rehabilitation expertise, enabling patients to re-learn how to use their arms after a stroke. PPH began using the breakthrough technology

in December, the first health care organization on the West Coast to do so. The therapy has been proven effective on patients even 20 years after a stroke.

- PPH also led the way as the first hospital district on the West Coast to use Pathogen Sterilization and Disinfectant Technology. A small machine uses pulses of ultraviolet light to destroy hospital acquired infections on areas like bed railings, tables and bathrooms. The machines are now in use at Palomar Medical Center in Escondido and Villa Pomerado Convalescent Center in Poway.
- The GE Vscan, a hand-held ultrasound device, which is a much lighter, less costly version than the machines now considered standard in hospitals throughout the country. The traditional machines, which resemble bulky office copier machines, weigh more than 150 pounds and cost \$75,000. The pocket-size Vscans weigh in at less than a pound, and at \$9,000, cost eight times less than traditional machines. The Vscans are now in use at Palomar Medical Center and Pomerado Hospital in the emergency departments and critical care areas. +



Left to right: Greg Koch, Stone Brewery CEO and Co-Founder, Sue Misner, PPH Foundation Special Events Manager, Tina Pope, PPH Manager of Service Excellence, Steve Wagner, Stone Brewery President and Brewmaster. Photo: Stone Brewery

### STONE BREWERY CELEBRATES – PPH FOUNDATION BENEFITS

Stone Brewing Co. presents a \$13,900 gift to the PPH Foundation as part of Stone’s 14th Anniversary Celebration, Stone Dye-Hards for Charity 2010, which took place Aug. 15-21. We are grateful to Greg Koch, Steve Wagner and their associates for their generosity to the PPHF in so many ways,” said Sue Misner, PPHF Manager of Special Events. “In addition to Stone Brewery’s being the site of our annual Doctors’ Day reception for all PPH medical staffs, many who attend late afternoon tours of the new hospital often continue discussing the hospital of the future in Stone’s Peagravel Garden.” +

### LOCAL FAITH GROUPS TAKE PART IN PASTORAL TOUR

A special tour of the hospital of the future included more than 50 representatives from faith communities throughout the Palomar Pomerado Health District.

The group toured Palomar Medical Center (PMC) West after construction workers had left for the day on Nov. 2. A small reception at a tent onsite followed.

“We really reached out to all of the churches in the local area that fall within the district,” explained Richard Gonzalez, the Director of Pastoral Care for PPH and

chaplain at Palomar Medical Center. “We wanted to show them the whole project but we did focus on the chapel area and office. The idea is that the chapel can be used to enhance spiritual support for the patients and their families who are coming to the hospital. It is also a place for staff to get support as well.”

Two board-certified chaplains and 48 volunteers give their time to serve the spiritual needs of PPH patients.

The PPH Foundation is asking area faith

communities to join us in providing funding for the chapel complex in the new hospital. Individual churches are being asked to contribute over a five-year period in support of construction of the chapel, the chaplain’s office and the chaplain’s family consult room – all located on the second floor of the hospital. Parishioners who may be interested in giving are also welcome to contribute. For more information, please call the foundation office at 760.739.2787. +



SPRING 2011

## MEET ROBERT SHELDON

Modern philanthropy can be a complicated process – is it best to make a single gift now, or spread that contribution out over several years? Is a cash gift better than stocks? How can one donor make a world of difference? Robert Sheldon, the newest member of the PPH Foundation team, is here to help. Robert came on board in October as the Director of Gift Planning to concentrate on raising funds for the *Building Your Healthcare System of the Future* campaign. His experience includes senior management positions with Deloitte & Touche LLP, PricewaterhouseCoopers, KPMG and Southern California Edison. Most recently, Robert was the Managing Partner of Ferrari Philanthropic Consultants Inc., a company he co-founded with his wife, Amanda Ferrari.



“I have provided counsel and estate and gift planning and major gift fundraising advice to nonprofits throughout Southern California,” he explained. “Because we had an ongoing relationship with St. Joseph Health System of Orange County, I was very familiar with hospital fundraising and how vital it is to a community. That’s why I’m so

excited about working with the foundation team on this campaign.” Robert has helped many donors establish a Charitable Gift Annuity which he believes is a vehicle that many PPH supporters will find beneficial to their families and ultimately to the hospital of the future.

“It’s really a great way to support great healthcare and begin a relationship with the Foundation,” he said. “It’s the kind of gift that benefits both the individual and the campaign.” A Charitable Gift Annuity can be created by making a minimum \$5,000 contribution. Donors then receive a guaranteed income for life – and receive an immediate tax deduction. The rate of the return is determined by the donor’s age. Gift annuities can be funded with cash as well as stocks or bonds, real property and/or personal property. If the assets have appreciated over time, they can be gifted to the PPH Foundation, avoiding capital gains tax at sale, and create a steady, predictable stream of income for life.

If the donor decides to *defer* the annual income for several years, the return is even greater. A 50-year-old donor who waits 15 years to receive payments will receive a 9.1 percent return and a 60-year-old donor who waits that same 15 years will receive a 12.3 percent return for life.

Charitable gift annuities are just one of several ways to take part in the campaign.

“A \$100,000 gift allows the opportunity to name a room in the new hospital and will supply badly needed equipment, but there are needs that can be met by many levels of support,” he said. “It’s easy for donors to make a significant impact on patient care by designating their support for the ever changing technology that is such an integral part of modern medicine.”

Robert Sheldon wants to answer your questions about the many ways you can participate in the *Building Your Healthcare System of the Future* campaign. You can contact Robert to request a free, personalized charitable gift annuity illustration, which is based on your age and giving level. Learn how you can make a difference now and in the future by calling (760) 739-2961 or emailing him directly at Robert.Sheldon@pph.org.

AGE	Standard Annuity Rate
60	5.2%
65	5.5%
70	5.8%
75	6.4%
80	7.2%
85	8.1%
90	9.5%

Graphic – Source: American Council on Gift Annuities

## HONORING 2010’S MEDICAL PHILANTHROPIST OF THE YEAR

Each year, the Physician Awards Celebration Dinner recognizes PPH’s outstanding medical professionals, concluding with the prestigious Medical Staff Philanthropist of the Year tribute.

This year, the event honored PPH Associate Chief Medical Quality Officer Dr. Jerry Kolins, who also was the evening’s emcee. In spite of his eloquence earlier in the program, Dr. Kolins said he was “absolutely speechless” when he heard PPH Foundation Board Chair John Forst announce his name.

“I was so sure that I knew the winner of this award – not me – and I also don’t think of myself as a philanthropist, but I guess other people disagree with me!” he laughed as he recounted the events of the Oct. 23 surprise.

Dr. Kolins began his philanthropic career in the Midwest when, concerned about a threat to the local blood supply, he took out a second mortgage on his house to borrow \$10,000 to donate to the University of Michigan’s Blood Bank. The money was used to help support a medical fellow to train in blood safety.

Twenty-five years after making the gift, the university called to tell him that even though the contribution wasn’t enough to create an endowment on its own to underwrite the yearly cost of the researcher, it had inspired so many others to follow his example that the school now has an endowed fellow studying this crucial issue.

“I never thought of it again for 25 years, and then I found out it struck a chord with so many people that it is now endowed,” he said. “At the time it doesn’t seem like a big deal, but I am now supporting the education of a fellow, a resident physician, every year because the program is endowed and allowed to continue.”

The Medical Staff Philanthropist of the Year Award was created in 2009 by the PPH Foundation to recognize medical staff members who promote the health system and are personally engaged in significant philanthropic activities by encouraging their friends, family and colleagues to support PPH’s healing mission.

“Dr. and Mrs. Kolins continue to



Photos: Crissy Pascual



PPH Associate Chief Medical Quality Officer Jerry Kolins emcees the 2010 Physicians Dinner. Attendees enjoy dinner at the annual event which honors PPH physicians.

demonstrate their generosity to PPH in so many ways,” said Terry Green, president and chief development officer of the PPH Foundation. [Continued on page 8](#)

## SPOTLIGHTING PALOMAR POMERADO HEALTH FOUNDATION’S LEADERS

“We do more by nine in the morning than most people do all day.”

U.S. Army recruiting slogan

Apparently the U.S. Army never met Sue Herndon. On a recent day, the Palomar Pomerado Health Foundation board member took part in her Rotary Club of Rancho Bernardo, Sunrise distribution of gifts to the U.S. Marines Toys for Tots program, represented the PPH Foundation at a community event and topped it off with a lunch with local politicians. Then she put in more than a full day of work at Herndon and Herndon – Prudential California Realty, the real estate office she shares with her son and partner, Cameron.

On any other day, she may be attending a board meeting for the Toby Wells Foundation or the Poway Center for the Performing Arts Business Council, or simply encouraging area merchants to support the annual Poway Days Heritage Parade.

What keeps her so motivated and increasingly focused on the *Building Your Healthcare System of the Future* campaign?

“When people think of Rochester, Minnesota they think of the Mayo Clinic. I think Palomar Medical Center West will put Escondido on the map in that same way and raise international awareness of this

facility and this area,” she explained, sitting at her desk surrounded by family pictures and awards for her civic involvement. “This is not only about a place, it’s really about responding to the changing face of medicine. It’s like building a house that will never grow old.”

Herndon’s enthusiasm goes back to her involvement in the campaign for Proposition BB, the 2004 measure passed by voters that allowed the healthcare district to issue \$496 million in bonds to buy the land and build the new medical center. A year later, she joined the foundation board. Now, she sees her role as what she calls “a connector – I like to bring people together, and to connect them with what is going on in the community. And there is really nothing more important going on now than this project.”

Herndon credits her mother with nurturing her spirit of engagement.

“I was raised by a mother who believed that everyone should give back to the community,” she said. “At the holidays, she’d always buy gifts for other families who had less than we did. It was the way I was brought up.”

Bringing up the next generation is part of Herndon’s motivation as well. Her bright blue eyes sparkle as she points to the pictures of her six grandchildren.



Sue Herndon

“My real purpose it to give back, so that this is a better community for my family and for everyone’s children and grandchildren,” she said. “If there is something that I could share with everyone it’s that this hospital is here for everyone and we need everyone’s support to help finish it.”

Herndon smiled. She knew the size of the challenge ahead. But it’s the kind of challenge that a woman, who seems to pack 25 hours of activity into a 24-hour day, is more than ready to tackle. ➔

his involvement with Palomar Pomerado Healthcare District, where he accepted the chair of the *Building Your Healthcare System of the Future* honorary campaign cabinet in 2010.

Raymond co-chairs the cabinet along with Carol Stensrud and Barbara Warden.

“The new facility is literally going to be world class,” he said. “It’s very important to the entire region and we’re very lucky that it is being constructed in Escondido.”

Raymond has a reputation for encouraging others to get involved and is himself associated with dozens of educational, civic and cultural organizations, including the Palomar Family YMCA, the Escondido Elementary School Board of Education, the Escondido Charitable Foundation and The San Diego Foundation, LEAD San Diego, the Escondido Chamber of Commerce, among many others.

“I think most community leaders are on board,” he said. “There are always those people who are afraid of change, of the magnitude of a large project, or who are adverse to risk. All of these elements are involved, but to us, that’s a challenge.”

Raymond is used to challenges. When he

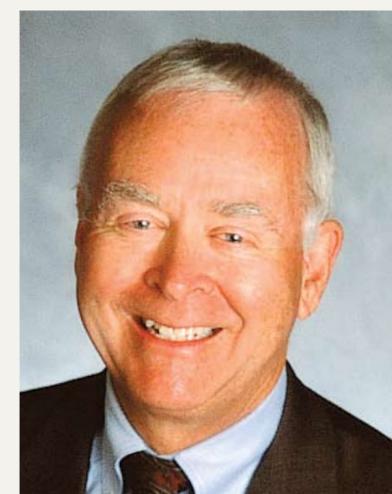
was growing up in Escondido, the town boasted a population of 6,500.

“This was a great place to grow up,” he remembered. “But there were none of these facilities, none of these institutions, and it has absolutely changed. I’m not naïve; there have been disadvantages, like our traffic problems, but there have been so many benefits. And there’s still a lot to be done.”

Raymond believes Palomar Medical Center (PMC) West will be recognized as an important part of the region’s growth and success.

“There are so many ancillary benefits,” he said. “I think this will attract people and technologies and partnerships that are unknown to us right now. I think it can be a catalyst for medical innovation, and we live in a region that’s so conducive to that. This will draw the best and the brightest who will want to be a part of this amazing facility.”

It’s been easy for Jack Raymond to keep an eye on the ever-changing progress of “this amazing facility” – like so much he’s had a part in building, it’s right outside his window. ➔



Jack Raymond

When he looks out the third floor windows of his executive office at The Raymond Companies, Jack Raymond enjoys a panoramic view of the Escondido he loves.

His ability to envision a brighter future for the region has placed him at the forefront of the creation of the California Center for the Arts, Escondido, and California State University San Marcos. And it is that vision that has been the driving force behind



SPRING 2011

## THE HOSPITAL OF THE FUTURE – ON SCHEDULE FOR 2012 OPENING

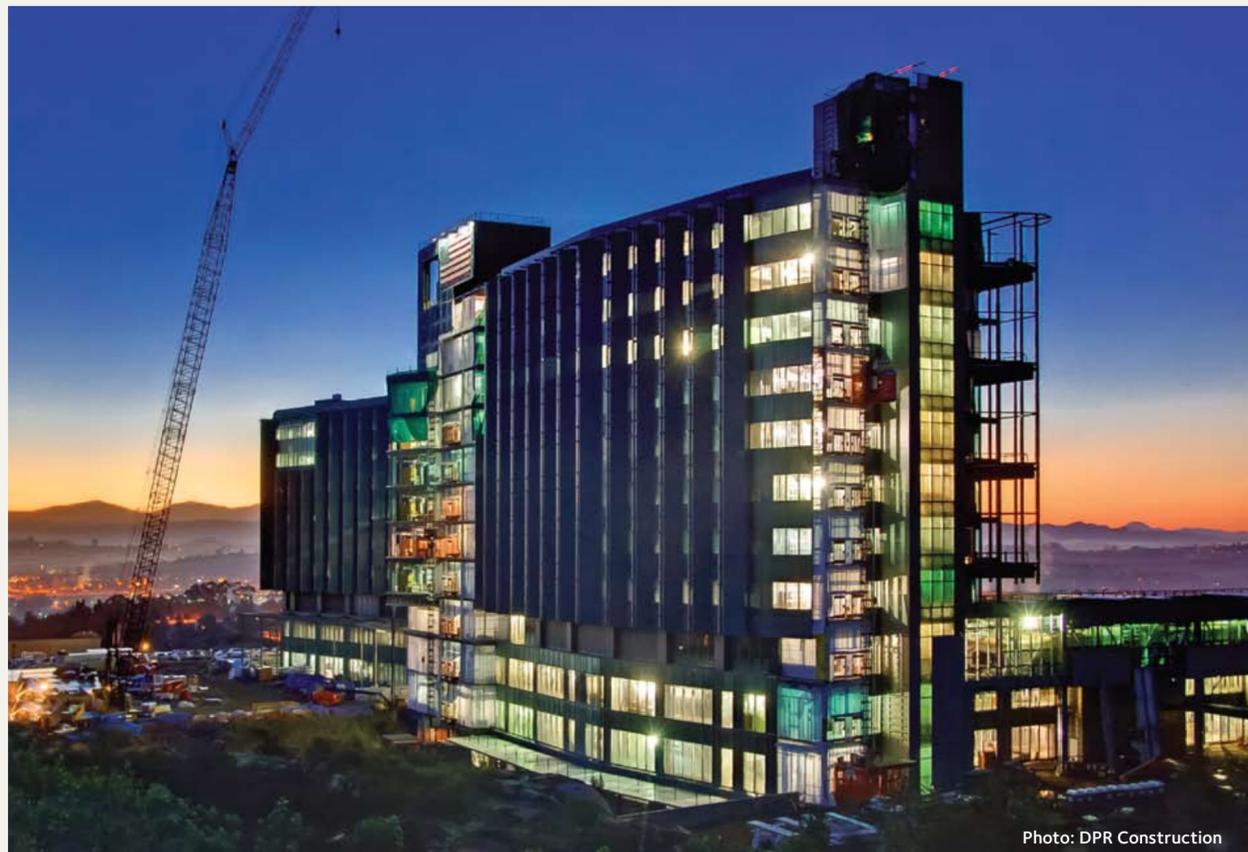


Photo: DPR Construction

The transformation continues along West Citracado Parkway. Palomar Medical Center (PMC) West, the country's largest hospital construction project, is an imposing structure by day.

Now well over half way to completion, 800 workers are on site building the hospital of the future. And at night, the building lights up the sky, a striking regional landmark clearly visible for miles at Interstate 15 and Highway 78.

Landscaping crews have planted the signature 1.5 acre green roof and terrace above the surgery, cardiology and interventional radiology suites so the native and drought-resistant plants will be fully established when the hospital opens its doors in 2012. The exterior of the building is also taking on a new look with the installation of horizontal sunscreens, which will provide filtered light to the interior and greatly reduce heating and air conditioning costs.

Crews have completed the "benchmark" patient room, the prototype for all rooms, which gives staff a chance to make any final needed adjustments before construction of the initial 288 rooms is begun.

To see the hospital of the future while it's under construction, please call the PPH Foundation office at (760) 739-2787. And view each day's progress from the on-site webcam at <http://oxblue.com/pro/open/dpr/palomar>.

## THANK YOUR PHYSICIAN – JOIN US IN CELEBRATING DOCTORS' DAY

At the Palomar Pomerado Health Foundation, we often hear stories of accomplished physicians within our district whose care and compassion has touched the lives of many patients. We invite you to join us in celebrating National Doctor's Day on March 30th by personally thanking your PPH physician with a gift in your doctor's honor.

To make a Doctor's Day gift, visit us online at [www.pphfoundation.org](http://www.pphfoundation.org) and designate your tax-deductible gift in your doctor's name. We will share your good wishes with your doctor but the gift amount will remain confidential.

Your gift will be designated for the *Building Your Healthcare System of the Future* capital

campaign, unless you note otherwise. The campaign will help ensure that your doctor continues to have the finest facilities and technologies available to bring each of us the very best care today and for generations to come.

Celebrate outstanding physicians by making a gift in honor of your doctor today!

## 2011 NIGHT OF NIGHTS KICKS OFF IN STYLE

San Diego Chargers running back Mike Tolbert, wide receiver Legedu Naanee and linebacker Stephen Cooper charmed guests at the 2011 Night of Nights gala kickoff during an intimate December gathering at Qualcomm Stadium, sharing candid moments from their pro football careers.

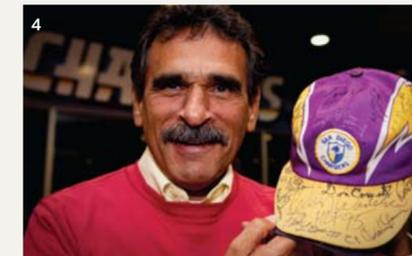
More than 100 PPH supporters attended the kickoff event, which included dinner, a tour of the team locker room and the chance to meet the players for photos and signing autographs. Running back Tolbert and wide receiver Naanee also took part in a question and answer session as curious fans wanted to know everything from what they ate for breakfast on game day to how they spent their first NFL paycheck. The always affable Tolbert won the heart of every woman in the room when he revealed that he used that first paycheck to buy his mother a car!

Masters of Ceremony Brian Wilson and Mike Costa welcomed the crowd and reminded them that this year's gala will be held at the Hyatt Regency La Jolla at Aventine on Saturday, June 4th.

LaDainian Tomlinson, running back for the New York Jets, and his wife Torsha, will once again host the fourth annual event. In looking ahead at this year's gala, the Tomlinsons said, "We look forward to joining PPH once again at this year's gala. Each year has been a wonderful experience that helps raise money in support of the healthcare and well-being of others. This year will no doubt offer the same rewarding experience." *Continued on page 8*



Photos: Crissy Pascual



1. (From left to right) Dr. Jaime Rivas and his wife, Donna, and Angela Jensen and her husband, Michael, pose with San Diego Chargers Stephen Cooper, Legedu Naanee and Mike Tolbert.

2. Charlene Zettel and her husband, David Zettel, pose for a photo while touring the Chargers locker room.

3. Fans of all ages had mementos autographed by the players.

4. Frank Barron proudly shows off his San Diego Chargers cap filled with player autographs.

## PPH FOUNDATION AND SAN DIEGO CHARGERS – DRIVE TO THE GOAL



The PPH Foundation launched its very first eBay® auction in partnership with the San Diego Chargers this fall, delighting several lucky Chargers fans with exclusive auction items.

Many of the items up for grabs included personal game experiences with the Chargers during the two-week bidding skirmish. Fans got to bid on VIP ticket packages; a Charger single game suite; a road trip for two to Denver and even tickets to the Super Bowl in February.

Hundreds of thousands of people were exposed to the PPH Foundation, our campaign and the new hospital via radio

and TV broadcasts and social media channels like Facebook and Twitter.

Dustin B. Tracy, a San Diego financial planner who won a Quentin Jammer helmet said, "I think this was a great idea for fundraising and I am happy to participate in any future auctions and charity events in any capacity."

The online auction also helped PPH Foundation establish its presence on eBay, receiving positive feedback from the purchases made, and paved the way for future fundraising opportunities on the popular online auction site.

TO:



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“We look forward to joining PPH once again at this year’s gala. Each year has been a wonderful experience that helps raise money in support of the healthcare and well-being of others. This year will no doubt offer the same rewarding experience.” LaDainian and Torsha Tomlinson

#### 2011 NIGHT OF NIGHTS

(continued from page 7)

The gala has successfully raised more than \$4.9 million. Proceeds from the black tie event support the PPH Foundation’s \$55 million *Building Your Healthcare System of the Future* capital campaign and Palomar Medical Center (PMC) West.

For ticket and sponsorship information, please contact Sue Misner, Special Events Manager, at 760.739.2787 or at [sue.misner@pph.org](mailto:sue.misner@pph.org).

#### MEDICAL PHILANTHROPIST OF THE YEAR

(continued from page 4)

One of the several endowments they have created at the foundation honors Dr. Kolins’ parents, Roz and Len Kolins. Income from this endowment will support nurse leadership development for generations to come.

“What a terrific legacy they have created,” Green said.

Kolins said he doesn’t know what motivates others to give, but he knows that for him, it’s simply something that makes him feel good.

“I discovered that it just feels right,” he said. “During our time here, we try to make things better. We just like to be a

player. Sometimes I remember the times I fumbled the ball. But it’s impossible to fumble this one.”

The ceremony was held at sunset at the PMC West construction site. Nearly 200 doctors, their families and friends enjoyed a pre-event reception, followed by the awards presentation and a buffet dinner. Many arrived early enough to tour the hospital of the future.

To learn how to create your own endowment, call Michelle Ellison, director of major giving and campaign services at 760.739.2714 or email her at [michelle.ellison@pph.org](mailto:michelle.ellison@pph.org).

#### CREATE A LEGACY OF YOUR OWN

We cordially invite you to create your own legacy in the hospital of the future. You can name an area of the new hospital in variety of ways, including cash contributions, multi-year pledges, or by making a commitment in your will or living trust.

By making an estate gift now, benefactors and their families can experience the joy of giving and be immediately recognized before the gifts mature.

To view the updated Gift Opportunities list or to discuss your own participation in the campaign, please call the foundation at 760.739.2787 or go to [www.pphfoundation.org](http://www.pphfoundation.org).