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# 30th Anniversary Campaign Reaches New Heights

## Pledges Soar to over \$4.7 million

The PMC Foundation's 30th Anniversary Campaign was publicly launched in November 2007, and over 800 local residents, businesses, physicians and Palisades employees have already pledged more than \$4.7 million to support the future growth of the Medical Center and the Harborage.

"We have been overwhelmed by the generosity that we have seen from our community in support of our 30th Anniversary Campaign," said Bruce J. Markowitz, President and CEO of Palisades Medical Center. "It is clear that our supporters truly take great pride in Palisades, and they have made their voices heard that they want our Medical Center to grow and prosper to meet the evolving needs of our community."

On May 20, more than 50 loyal donors attended a special reception at Palisades for the unveiling of the Foundation's new Donor



John C. Meditz, Chairman of the Foundation and the 30th Anniversary Campaign, and Bruce J. Markowitz, President and CEO of Palisades Medical Center, stand proudly next to the new Donor Recognition Wall.

Recognition Wall. John C. Meditz, Chairman of the Foundation and the 30th Anniversary Campaign, thanked those in attendance and encouraged them to reach out to their families, friends and neighbors to help the Campaign reach even greater heights.

"In its 30 years on the Waterfront, Palisades has made a strong connection to the people and communities it serves," said Meditz. "It is wonderful to see that we have established a solid base of community support that we can build on in the months and years ahead."

Generous gifts to the 30th Anniversary

*Continued on page 3*



Reception guests gather around the Donor Wall to see the list of Foundation supporters.



**18<sup>TH</sup> ANNUAL  
 PALISADES  
 CLASSIC**

**SEE THE PHOTOS!  
 PAGES 6-7**

# 2<sup>nd</sup> ANNUAL Casino Night

*on the waterfront!*

## AUGUST 21, 2008

7600 RIVER ROAD, NORTH BERGEN, NJ



Join us for an exciting night of gambling as Palisades Medical Center's Waterfront is transformed into a Las Vegas-style casino!

Try your luck at Blackjack, Poker, Craps, Roulette, the Money Wheel, and more...win great raffle prizes and take a chance on the 50/50—last year's winner took home \$3,500!

**\$75 Admission Includes an All-Night reception (Beer, Wine, Food) and \$150 in Casino Chips.**

*Additional chips may be purchased throughout the evening at special rates.*

**Call Kathy 201-854-5008**

**Space is limited to 200 attendees.**



## *Letter from the Executive Director*

The last three months have been highlighted by several great achievements for the PMC Foundation.

Our 30th Anniversary Campaign has now generated **more than \$4.7 million in pledges!** We believe our community will continue to show its generous support and our fundraising totals will continue to climb rapidly as we move forward.

It was a pleasure to meet more than 100 of our local supporters during our special **Donor Wall Unveiling Reception** at the Medical Center. We received a great deal of positive feedback, and we look forward to adding many more new donor names to 'The Wall' in the months ahead.

Over 140 golfers braved the rain during our **18th Annual Palisades Classic** at Ridgewood Country Club, setting a new fundraising record. This event continues to prove that many of our supporters truly care about Palisades.

**National Volunteer Week** was the perfect time to thank the volunteers who work hard every day in support of the Medical Center's programs and services. At our Annual Volunteer Luncheon held at Frank's Waterside, we were proud to recognize Joan Venino and Pearl Reis for their 30 years of volunteer service.

Finally, we are delighted that the Association of Fundraising Professionals—New Jersey Chapter named John Meditz the **Outstanding Philanthropist of the Year**. It's a prestigious award that is well deserved, and we cannot thank John enough for being a true visionary and leader of our development efforts.

Clearly, all of our recent achievements are the result of the caring spirit of local residents and organizations that take pride in helping Palisades grow to meet the needs of our community. I thank you for your continued support.

A handwritten signature in black ink that reads "Elisse Glennon".

Elisse E. Glennon  
VP/Executive Director

# Ways to Give

There are many ways you can support the PMC Foundation. Some options even offer beneficial tax savings. We encourage you to contact your financial advisor.

All gifts/pledges are acknowledged on our Donor Recognition Wall unless the donor requests to remain anonymous.

## GIFTS/PLEDGES

Personal donations can support general services, specific programs or an endowment fund.

## SPONSORSHIPS

Various sponsorship levels are available for each fundraising activity with generous acknowledgement.

## THE TREE OF LIFE

Honor your parents, a family member, or a doctor or nurse with an everlasting part of our Tree of Life, a beautiful display in the Harborage Chapel.

## SECURITIES

Appreciated securities offer donors an income tax deduction for the charitable gift and avoids capital gains tax that would be realized when the securities are sold.

## MATCHING GIFTS

Many companies have a policy of matching current and/or retired employees' charitable gift contributions.

## BEQUESTS

A bequest in a will allows donors to give either an item or other assets. Pecuniary bequests meet the needs of many donors because they provide a percentage of the estate that remains after payments are made to all other heirs.

## LIFE INSURANCE

The Foundation may be named as the beneficiary of a policy or ownership of the policy may be transferred to the Foundation.

## LIFE INCOME GIFTS

Make a gift of cash, securities, or other assets to the Foundation and receive both income for life and a charitable tax deduction in return. A variety of trust arrangements can facilitate such a gift.

## RETIREMENT PLANS

At the death of the beneficiary, the remainder of their retirement plan(s) is heavily taxed (at a rate of up to 91%). The bulk of the tax burden may be avoided if the remainder value of the plan is bequeathed to a non-profit organization such as the Foundation.

# Campaign Reception

*(Continued from page 1)*

Campaign will help establish an Endowment Fund that will provide ongoing support for Palisades programs and services, including Faith Based Community Outreach, Hispanic Nursing Recruitment and Women's Health initiatives. Additionally, the Campaign will support critical capital improvements to the Emergency Department, patient rooms and operating suites. Prior to the 30th Anniversary Campaign, the Medical Center raised \$3 million in the mid-1990's to help create the Birthing Center, which recently received a perfect 5-star rating from Healthgrades for the second consecutive year.

**To support the 30th Anniversary Campaign, please call the Foundation office at 201-854-5008.**



Merab Joseph, MD, and Adel N. Nammour



Theresa de León, Bernardo Vargas and Abigail Vargas



Joan Venino, Mieke Venino, Thomas Venino, Jr., Thomas M. Venino, Esq., and Harold Azmelian



Manny Mederos, Charles Crugnola, Joe Lazicki and Joan Mozeika



Kay Nest, Maureen Coccaro, RN, and Maria E. Bornia, MD



Donna M. Uher with Isabelle Thérèse, John C. Meditz, Arthur E. Imperatore, Sr., and Elisse E. Glennon



Cathy Mooney, RN, Noreen Doherty and Sandy Percella, LPN

# NEWS TO KNOW

- Reducing wait times in the ER
- Helping patients catch some zzz's
- Rehabilitation services for children
- Fernandez wins top nursing award
- Birthing Center offers new program



## Improving Emergency Care

Palisades Medical Center has taken a proactive approach to improve its emergency care services, currently assisting more than 35,000 residents each year. Structural upgrades, technology enhancements and a new process featuring a Rapid Evaluation Unit (REU) in the ER have dramatically improved all quality and efficiency indicators for the Medical Center.

The REU provides immediate assessment to incoming patients and allows for faster triage and bedside registration. The REU team consists of at least one doctor, a nurse and nursing assistants at all times. Thanks to the new REU and other recent renovations, the average waiting time for Palisades' ER patients to enter the exam room is now only 11 minutes (April 2008 data).

The ER improvements at Palisades come at a time when the Institute of Medicine of the National Academies has declared that there is a national epidemic of overcrowded Emergency Departments throughout the United States. In 2003, Emergency Departments in the United States received nearly 114 million patients

## Sleep-Wake Center Earns AASM Accreditation

Good sleep is important for good health. But according to the National Sleep Foundation, 65% of Americans report that they do not get the six-to-eight hours of daily sleep that they need. In light of this startling statistic, Palisades is proud of the achievements of its Sleep-Wake Center—the only center in Hudson County to be accredited by the American Academy of Sleep Medicine (AASM).

As the leading voice in the field of sleep medicine, the AASM sets standards and promotes excellence in health care, education and research.

Led by Gregory G. Magee, MD, the Sleep-Wake Center at Palisades' team of physicians and technologists work hard to diagnose and treat sleep disorders in adults and children so that they can enjoy better health and return to the activities that are most important to them.

"Our goal is to provide our patients with the help they need to get the rest



Gregory G. Magee, MD, Clinical Director of the Sleep-Wake Center at Palisades

that they need. Once they do, they can begin to enjoy their lives again," said Dr. Magee. "We offer a personalized and results-oriented approach to patients to help them achieve regular sleeping patterns that help improve their emotional and physical well being."

Creating a comfortable environment within the center is another key component of the Sleep-Wake Center, according to Dr. Magee. "Our goal is to make the patients feel at home and undergo observation in a relaxed manner. We take pride in providing our patients with comfortable hotel-like accommodations," said Dr. Magee.

For more information, please call (201) 854-5412.

—a 26% increase in volume over the previous decade. New Jersey hospitals, in particular, face an even greater struggle due to the state's unusually high population density and its 1.2 million uninsured residents who often rely on Emergency Departments as their provider of last resort.

We applaud the efforts of the interdisciplinary team of physicians, nurses, EMTs, and Admitting and Registration professionals that have worked together to improve emergency care at Palisades.



Telemundo reporter Luis Medina interviews Dominick Ruocco, MD, in the Palisades Emergency Room.

# Pediatric Rehabilitation Program Fills Service Gaps



Palisades has expanded its Pediatric Rehabilitation Program to support the special needs of children with disabilities and developmental delays, including children with Autism, Cerebral Palsy, Down Syndrome, Torticollis, and Genetic disorders. The Pediatric Rehabilitation Program

at Palisades provides a full range of services for children of all abilities, including Physical Therapy, Occupational Therapy, Speech Therapy and Audiology services.

“Our Pediatric Rehabilitation Program fills a critical need in our community because there are very limited services in Hudson County for children with special needs and especially for the autistic child,” said Ingrid Pais, PT, Director of Physical Medicine and Rehabilitation at Palisades Medical Center. “Until now, many parents had to travel to programs several miles away to find developmental care for children with specific needs.”

Therapists at the Pediatric Rehabilitation Program provide a comprehensive evaluation of each child and use a family-centered approach to help each child reach his/her potential. For more information, please call 201-854-5013.

# Ruben D. Fernandez Enters NJSNA's Roll of Honor

The New Jersey State Nurses Association (NJSNA) recently presented its prestigious lifetime achievement award to Ruben D. Fernandez, MA, RN, Vice President of Patient Care Services at Palisades, by inducting him into its Roll of Honor. The Roll of Honor is the highest award given by the state nurses associa-



tion. Past Roll of Honor inductees include Clara Barton, Clara Louise Maas, Walt Whitman, Dorothea Lynn Dix, and Faye Abdellah.

Fernandez has more than 20 years experience in senior leadership within the healthcare industry. At Palisades, Fernandez has created many work redesign initiatives that have been credited with empowering hospital staff and improving patient safety and care. He has made frequent contributions to publications about nursing practice, nursing administration and public policy issues. He has also provided leadership to the NJSNA,

# Midwives Expand Obstetrical Program



Palisades has launched a Midwifery Program to better meet the needs of mothers-to-be and their families.

The Midwifery Program adds a new level of care to the Birthing Center at Palisades and will attract a new patient population. It also expands the scope of women's health services at Palisades, which already includes perinatology, the breast center, mammography, and bone densitometry.

According to the American College of Nurse-Midwives, renewed interest in midwifery began to build in the United States in the late 1970s and has grown steadily since then. Today, there are more than 7,000 Certified Nurse-Midwives in the nation who attend approximately 200,000 births annually, primarily in hospitals.

The Midwifery Program staff at Palisades includes Lonnie C. Morris, CNM, ND, Deborah J. Bohnen, CNM, and Donna G. Tabas, CNM. For more information, please call 201-854-5702.

the American Nurses Association, and the American Nurses Credentialing Center.

Prior to joining Palisades, Fernandez served as Vice President of Patient Care Services at North General Hospital in Harlem, New York. He also served as the Associate Dean for Administration at the College of Nursing at Rutgers University's Newark campus.

Fernandez received a BSN from Seton Hall University and a Masters in Nursing Administration from NYU. He is currently in the PhD program in Nursing at Seton Hall University.



# 18th Annual Palisades Classic

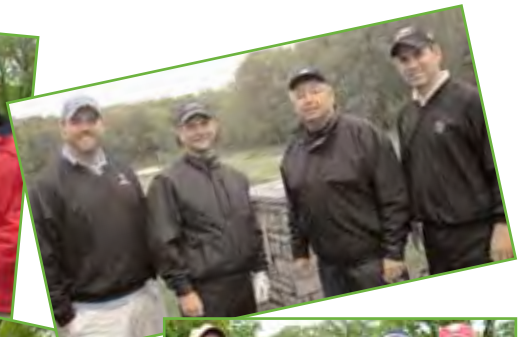
*Golfers Brave the Cold and Rain to Set New Fundraising Record*

**SEE MORE PHOTOS FROM THE PALISADES CLASSIC!**  
Visit us at [www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org)

On May 12, the dreary weather could not dampen the spirits of the 100+ golfers who hit the links at Ridgewood Country Club in Paramus to support the PMC Foundation.

The 18th Annual Palisades Classic, which was presented by Sodexo Corporation, turned out to be Palisades' most successful golf event ever—generating more than \$140,000 in net proceeds.

The day at one of the top 100 golf courses in the nation was followed by a lavish, but casual, cocktail and dinner reception. Dozens of attendees went home with fabulous awards and raffle prizes.



# THANK YOU TO OUR SPONSORS!



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# Community Connections

To see more photos from our special events, please visit [www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org).



## John C. Meditz Named Outstanding Philanthropist of the Year

PMC Foundation Chairman John C. Meditz was named the Outstanding Philanthropist of the Year by the Association of Fundraising Professionals (AFP) - New Jersey Chapter. The prestigious award was formally presented to Meditz during the AFP's 2008 Excellence in Philanthropy Awards Dinner.

Meditz is widely recognized as the driving force that helped establish the Foundation in 1999. In his role as Chairman of Palisades Medical Center's 30th Anniversary Campaign, Meditz has taken an active role generating \$4.7 million in pledges to date. He also made a bold statement about his strong support for the Medical Center when he made a personal pledge of \$1 million.



## UBS Health Fair

Palisades Medical Center staff participated in a special health fair for employees at UBS in Weehawken. More than 400 UBS employees stopped by the Palisades' information tables for basic health screenings and to learn more about the Medical Center's wide range of programs and services. Victor Marchione, MD, was also on hand to speak with employees about the *I Quit Smoking Program* at Palisades.







## *Learning From the Pros*

Students from Paramus High School experienced firsthand what a workday is like for several employees at Palisades. Students who participated in the Career Day activity followed staff from various clinical areas, including the Emergency Department, the Birthing Center, Sleep-Wake Center, Radiology and Physical Therapy. The Career Day activity was made possible thanks to Palisades' partnership with the Paramus Rotary Club.



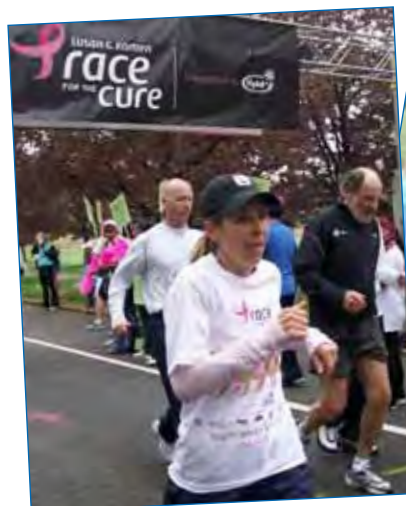
## *Health Seminars at Palisades*

Sam Hessami, MD, FACOG, Director of the Continence Center at Palisades, educated dozens of local women about pelvic floor disorders and treatment options during a free seminar at Palisades Medical Center. Dr. Hessami explained that more than 50% of women between the ages of 42-50 suffer from urinary incontinence and bladder control problems.

Upcoming health seminar topics include Diabetes and Sleep Disorders (June 25), OB/GYN (September), Breast Cancer (October), and Good Nutrition (November). For more information, please call Nikki Mederos at 201-854-5702.

## *Race for the Cure*

On May 4, Palisades Medical Center was proud to support the Susan G. Komen Race for the Cure event at Branch Brook Park in Newark. The park was awash in pink as more than 7,000 New Jerseyans ran and walked to support breast cancer treatment and research. Palisades staff members were on hand in the event's exposition area to cheer on the racers and promote the hospital's services including the Columbia Presbyterian Breast Center at Palisades.



# Hats Off to Our Volunteers

## *Luncheon recognizes 22,000 hours of service*

On May 2, Palisades Medical Center celebrated National Volunteer Week by holding a special luncheon at Frank's Waterside to recognize the tireless efforts of its dedicated volunteers.

In 2007, volunteers provided more than 22,000 hours of service at Palisades. That equates to more than \$500,000 in service value, according to the State of New Jersey. Volunteers also help raise thousands of dollars for the Medical Center and the Harborage through the Gift Shop, the Thrift Shop and Auxiliary fundraising activities.

During the Volunteer Luncheon, Bruce J. Markowitz, President & CEO of Palisades Medical Center, presented corsages to Joan Venino and Pearl Reis for 30 years of volunteer service. Venino and Reis were active volunteers when the Medical Center moved to its Waterfront location in 1978. More than 20 additional volunteers were honored with commemorative pins to recognize their cumulative hours of service.

When you get involved in your community, everyone wins! Palisades Medical Center and the Harborage provide a variety of opportunities for you to become connected. Volunteer activities at Palisades include assisting the nursing staff and patients, working in the Gift Shop and Thrift Shop, performing clerical duties, and organizing special fundraising events. Volunteer positions offer flexible hours including nights and weekends. [For more information or to volunteer, please call Denise Whitley, Coordinator of Volunteer Services, at 201-854-5011.](#)



*Pearl Reis, Bruce J. Markowitz and Joan Venino*



*Yi-Chieh Chiu, Jose Magistre, Hwei Lan Kao, Marie Tseng, Yun Chin Yen and Patricia Girbal.*



*Terry Iparraguirre, Margot Harris, Antoinette DePalma, Dorothy Campbell, Marie Theresa Giusto, Pearl Reis and Frances Chang*



*Charles Kim, Denise Whitley, Zunilda Khoury, Louise M. Kraus, Gertrudys Genao and Claire Dee*



*Edelma Acosta, Eronidez Cristofol, Aurora Rios-Mangione, Paul DeSavino, Jackie Baran, Marlene DeSavino, Maria Christina Garcia and Angela Contreras*

## Volunteers At Work...



*Pictured above, from left: The Auxiliary organized a bake sale and used book sale in March to raise over \$600 for the PMC Foundation. Far right: Volunteers work countless hours in the Palisades Gift Shop. The shop now offers coffee, muffins and other treats and has expanded its hours to accommodate patients and visitors. All proceeds benefit the PMC Foundation.*

# Honoring Our Doctors

*Tributes acknowledge excellence in patient care*



PMC commemorated Doctors' Day with a lively reception at Frank's Waterside. More than 80 doctors and their family members enjoyed great food, dancing and spirits throughout the night.

Many supporters of the PMC Foundation chose to make a special tribute with donations in honor of the physicians listed below.

*Christopher S. Ahmad, MD*

*Carlos E. Alcorta, MD*

*Deepak Amin, MD*

*Samir Amin, MD*

*Angelito Arago, MD*

*Yaron Bareket, MD*

*Maria E. Bornia, MD*

*Robert W. Boyajian, MD*

*Mark J. Brescia, MD*

*Aida P. Capo, MD*

*Maria P. Capo, MD*

*Peter Caride, MD*

*Denise M. Daub, MD*

*Armand Fasano, MD*

*Hector L. Florentino, MD*

*Mark S. Gabelman, MD*

*Gilberto F. Gastell, MD*

*Marc Goldstein, DO*

*Gerald Grodstein, MD*

*Merab Joseph, MD*

*Dennis H. Kelly, MD*

*John F. Kerns, MD*

*Chitra Kumar, MD*

*Mohamed Lateef, MD*

*Beatrice Laufer, MD*

*Gregory G. Magee, MD*

*E. T. Marcelo, MD*

*Maurizio A. Miglietta, MD*

*Jose B. Munin, MD*

*PMC Medical Staff*

*Anca Popa, MD*

*Alan B. Port, MD*

*David Principe, MD*

*Jeffrey M. Raskin, MD*

*Surender M. Rastogi, MD*

*Sadhna Rastogi, MD*

*Donald S. Respler, MD*

*Frank Santos, MD*

*Fernando Segovia, MD*

*Mehdi T. Shaari, MD*

*Aaron A. Stein, MD*

*Harold G. Tepler, MD*

*George T. Weinberger, DO*

*Alan Zalkowitz, MD*



# 2008 Star Stream Ball

## *Celebrating 30 Years on the Waterfront*

The 2008 Star Stream Ball will be held on Saturday, November 8, at The Hyatt Regency Jersey City. We hope that you will join us as we celebrate Palisades Medical Center's 30 years on the Hudson River Waterfront and honor Howard M. Shiffman, Chairman of the Board of Palisades Medical Center, and Albio Sires, United States Representative—13th Congressional District of NJ.

Chaired by Lely Eastwick, the 2008 Star Stream Ball Committee is working hard to

make this year's event both spectacular and successful. It will be an evening filled with great entertainment and fabulous fare.

Formal invitations will be mailed in September. For more information or for early registration, please call the Foundation Office at 201-854-5008.



*Lely Eastwick, Chair of the 2008 Star Stream Ball*

*Save the Date!*

### CASINO NIGHT

August 21, 2008 • 6:00 PM  
*On the Waterfront at Palisades Medical Center  
 North Bergen, NJ*

### STAR STREAM BALL

November 8, 2008 • 7:00 PM  
*The Hyatt Regency  
 Jersey City, NJ*



**Palisades Medical Center**  
*Foundation*

7600 River Road  
 North Bergen, NJ 07047



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 Visit [www.palisadesmedicalfoundation.org](http://www.palisadesmedicalfoundation.org)*