

Honoring our Doctors

In recognition of Doctors' Day, Palisades Medical Center employees and local residents made special tribute donations to the Foundation to honor their favorite doctors. Generous donations to the Doctors' Day Appeal totaled \$12,735.

Special tributes were made in honor of the following doctors:

- | | | |
|--------------------------|---------------------------|----------------------------|
| Carlos E. Alcorta, MD | John Lally, MD | Haroon Rashid, MD |
| Samir R. Amin, MD | Selwyn E. Levine, MD | Teodorico R. Rodriguez, MD |
| Mark J. Brescia, MD | Saul M. Luchs, MD | Felix E. Roque, MD |
| Maria P. Capo, MD | Gregory G. Magee, MD | Sarika Sharma, MD |
| German H. Costa, MD | Jose O. Maldonado, MD | Aaron A. Stein, MD |
| Denise M. Daub, MD | E. T. Marcelo, MD | Harold G. Tepler, MD |
| Hector L. Florentino, MD | Jeffrey S. Matican, MD | George T. Weinberger, MD |
| Mark S. Gabelman, MD | Maurizio A. Miglietta, MD | Robert L. Yager, MD |
| Gilberto F. Gastell, MD | Jose B. Munin, MD | Alan Zalkowitz, MD |
| Marc Goldstein, MD | Anca Popa, MD | |
| Gerald Grodstein, MD | Alan B. Port, MD | |



Howard M. Shiffman, Chairman of the Board; Bruce J. Markowitz, President and CEO; and Hector L. Florentino, MD, President of the Medical Staff



Palisades Medical Center Foundation
Serving Palisades Medical Center and the Harborage

SPRING/SUMMER2007

Founders to be Honored at 2007 Star Stream Ball

On September 10, 1978, a group of committed volunteers from the North Hudson-South Bergen community helped fulfill a longstanding dream. What had once been North Hudson Hospital was relocated to a new home on the North Bergen waterfront, the site of the new Palisades Medical Center.

The founders of the Medical Center did everything that needed to be done to ensure that the hospital's doors were open to serve our community. They worked around the clock to rally public support, purchase the land and design the layout of the hospital.

This dynamic group of founders will be honored during the 2007 Star Stream Ball, which will be held on Saturday, November 17 at the Pleasantdale Chateau in West Orange, NJ. The Ball will kick off what will be a year-long celebration of Palisades Medical Center's 30th Anniversary on the waterfront. The event will also mark the official start of the **Foundation's 30th Anniversary Campaign: Growing With Our Community.**

The Founders will be honored with Palisades Medical Center's Star Stream Award. This prestigious award will proudly recognize their extraordinary contributions, reaffirm the heart of their great vision, and honor the legacy that they have



September 10, 1978 groundbreaking for Palisades Medical Center.

passed on for future generations.

Please see the enclosed early registration form for more details on how you can be a part of the 2007 Star Stream Ball.

Palisades Medical Center Founders

- | | |
|----------------------|-------------------------|
| Harold E. Azmelian | Joseph R. Romano |
| Robert L. Boyle | Anthony M. Schiano, DDS |
| Arthur E. Imperatore | Thomas M. Venino, Esq. |
| John P. Morro | |

NEWS to KNOW

- Palisades Medical Center has officially opened the doors on its new **Maternal Fetal Medicine Department** to provide parents and their babies with comprehensive care during pregnancies. The new department consists of a highly trained support staff, including a Board-certified perinatologist, high-risk nursing staff, sonographers with expertise in obstetrics, and an experienced administrative staff. It also features 4-dimensional (4-D) ultrasound technology to deliver the best diagnostic information available.



Approximately 30% of women experience a pregnancy-related complication before, during or after delivery. Source: The Society for Maternal Fetal Medicine.

- Palisades Medical Center has taken a proactive approach to improve its **Emergency Department (ED)** that currently assists more than 33,000 patients each year. Recent reno-

(continued on page 2)

Save the Date!

CASINO NIGHT

August 23, 2007 • 7:00 PM
On the Waterfront at Palisades Medical Center
North Bergen, NJ

Enjoy an exciting night of games and entertainment as Palisades Medical Center's Waterfront is transformed into a Las Vegas-style casino. For more information, please call 201-854-5008.

STAR STREAM BALL

November 17, 2007 • 7:00 PM
Pleasantdale Chateau
West Orange, NJ

Please see the enclosed early registration form for more details on how you can join us as we honor the founders of Palisades Medical Center and help kick off the Foundation's 30th Anniversary Campaign.



Palisades Medical Center Foundation

7600 River Road
North Bergen, NJ 07047

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Stay up to date on the Foundation's latest news!
Visit www.palisadesmedicalfoundation.org

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News to Know (Continued from page 1)

vements and upgrades within the ED have already significantly improved average waiting time for patients. During the past year, the average time for patients to get to the exam room has been reduced from 1½ hours to 46 minutes.

❖ Palisades Medical Center has developed an innovative program that has quickly improved the health and wellness of hundreds of lower-income residents that typically cannot afford healthcare services. The **Faith-Based Community Outreach Program** brings health-care education, screening, and affordable treatment referrals to established places of worship throughout our community.

The poverty rate in the lower-income Hispanic communities of Hudson and Bergen Counties is more than double the statewide average.
Source: 2000 Census

❖ This summer, Palisades will open its new **Physical Therapy & Sports Medicine Center** inside of the Palisades Sports & Fitness Center. The center will be open daily from 6:30 AM to 8:00 PM to help meet the growing need for physical medicine and rehabilitation services. During the past several years, physical medicine and rehabilitation visits at Palisades have quadrupled to more than 3,000 per month.



❖ Patient satisfaction is on the rise at the Medical Center. Since January 2006, **Palisades' Press Ganey Survey** scores have increased significantly thanks to improvement on key indicators in "quality of care" and "meeting patients' expectations".

❖ The Harborage has expanded its **Ventilation Therapy Unit** to support residents with respiratory distress. The unit features state-of-the-art equipment and treatment programs, 24-hour care by respiratory and nursing professionals, personalized treatment plans, access to acute-care services, and family support and education.

❖ A ribbon-cutting ceremony helped celebrate the completion of renovations and upgrades that have made the popular **City Lights Cafe** at Palisades an even better place to enjoy a great meal and view of the Manhattan skyline.



Letter from the Executive Director

In a few months, we will officially kick off the 30th Anniversary Campaign: Growing With Our Community during the 2007 Star Stream Ball. I am delighted that this event will reunite the founders of Palisades Medical Center who have witnessed the growth of the Medical Center and the transformation of the entire Hudson River Waterfront during the past several decades.

We have selected a 24-member Campaign Cabinet that will be led by John C. Meditz, Campaign Chairman, and Arthur E. Imperatore, Honorary Campaign Chairman. I am confident that the strong commitment of our Cabinet members will ensure that the 30th Anniversary Campaign will serve Palisades well into the future. In fact, the Cabinet has already helped generate \$3,700,000 in early commitment pledges.

By creating an endowment, the 30th Anniversary Campaign will ensure that the programs that serve our community will be there for future generations. The Campaign will also provide for much needed capital improvements.

I am proud to report that support for Palisades continues to grow throughout our community. Our 17th Annual Palisades Classic was our most successful yet, setting new highs for attendance and participation. We are grateful for the many local businesses and organizations that have helped promote Palisades Medical Center and the Foundation.

I thank you for your continued support, and I encourage you to stay connected to our latest events and activities by visiting our website at www.palisadesmedicalfoundation.org

Elisse Glennon

Elisse E. Glennon
VP/Executive Director
Palisades Medical Center Foundation

Celebrating Volunteers

Palisades Medical Center recently honored its 104 dedicated volunteers during a special recognition luncheon at Frank's Waterside in North Bergen, NJ. More than 30 volunteers were honored with commemorative pins to recognize their cumulative hours of volunteer service. The top

honorees with 5,000+ hours of service were:

12,000 HOURS

Beatriz Garcia (Edgewater)

11,000 HOURS

Edward Malzone (West New York)

10,000 HOURS

Pearl Reis (West New York)

7,500 HOURS

Joan Venino (Fort Lee)

7,000 HOURS

Jennie Sweeney (Mahwah)

6,500 HOURS

Amalia Albelo (North Bergen)

Angela Contreras (Guttenberg)

6,000 HOURS

Katherine Lockwood (North Bergen)

5,000 HOURS

Pauline Rusciano (Cliffside Park)



PHOTO: Bruce J. Markowitz, President & CEO of Palisades Medical Center, congratulates Beatriz Garcia, Myrna Zarrell and Dorothy Campbell during the Annual Volunteer Recognition Luncheon.

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.

How to Get Involved

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.

GIFTS/PLEDGES

Personal donations can support general services, specific programs or an endowment fund. 201-854-5008.

SPONSORSHIPS

Various sponsorship levels are available for each fundraising activity with generous acknowledgement. 201-854-5008.

THE TREE OF LIFE

Honor your parents, a family member, or a doctor or nurse with an everlasting part of the Harborage's Tree of Life. 201-854-5008.

FUNDRAISING COMMITTEES

Join a committee or the Auxiliary to help plan special events. Use your skills and talents while working with your friends. 201-854-5008.

THRIFT SHOP

Donate to the Thrift Shop and watch your unused items support your community. Seasonal clothing, accessories, and household items are accepted in good condition. Pick-ups can be arranged by appointment.

Thrift Shop Hours: Monday-Saturday 10 am—5 pm; Thursdays until 8 pm. 201-945-6565.

VOLUNTEER OPPORTUNITIES

Positions are available throughout the Medical Center and the Harborage. 201-854-5011.

Helpful Tips for Donors

The following information is based on the Pension Protection Act: CARE Act 2006. This information may be helpful as you plan your charitable giving for 2007. Please note that we strongly suggest that you see your own financial advisor or plan manager to make charitable giving decisions that are right for you and your family. The financial institution holding your account may also have its own procedures, so we encourage you to call them directly.

Pension Protection Act: CARE Act 2006

Signed by President Bush on August 17, 2006, expires on December 31, 2007.

Tax-free distributions from Traditional, Roth Individual Retirement Accounts or Rollover IRA's (when one "rolled" an employer-sponsored retirement account into an IRA).

For people over 59 years old:

- You are eligible to take distributions without penalties if you make a charitable donation.
- You may be able to make a gift from your plan and receive a tax benefit.

If you are interested in making your gift in this manner, please call the Palisades Medical Center Foundation Office at 201-854-5008 for further information.

For people over 70½ years old:

- A tax-free distribution of \$100,000 is permitted annually for each donor, so if

both spouses have an IRA you can each make a gift that is tax free.

- The gift must be made directly from the Trustee of the IRA to the charitable recipient. Exclusions include donor advised funds, charitable remainder trusts, pooled income funds, purchase of tickets or other items for a charitable event.
- DO NOT take the distribution and then write a check – that will be a taxable event to you.
- 401(k), 403 (b), SIMPLE IRAs and SEPs (Simplified employment pensions) are excluded from this act.
- Remember that IRA funds may be subject to both income and estate tax if left to heirs.
- You have to take an MRD (minimum required distribution). This mandatory withdrawal may push your adjusted gross income (AGI) to a level where a portion of your Social Security income will be taxed. You may direct this mandatory withdrawal directly to Palisades Medical Center Foundation, or other qualified charity and thus reduce your AGI. The amount donated to a charity in 2007 will count towards your MRD for 2007.
- Consider transferring your 2007 MRD to the Palisades Medical Center Foundation. For more information, please call 201-854-5008.

17th Annual Palisades Classic

Golfers Hit the Links at Ridgewood Country Club to Raise \$226,000

Each year, the Palisades Classic is recognized as one of New Jersey's most popular and successful fundraising events. Spearheaded by Robert S. Port, MD, Chairman of the Palisades Classic, this year's event was held at the Ridgewood County Club—one of Golfweek Magazine's Top 100 courses in the nation!

The 17th Annual Palisades Classic, which was presented by Merrill Lynch, was the most successful ever—attracting nearly 200 attendees from dozens of companies and organizations to support the Foundation. Golfers enjoyed a perfect day on the links and several tennis players put their racquet skills to the test on the hard courts. The day ended with a lavish, but casual, cocktail and dinner reception with fabulous awards and prizes.



Bruce J. Markowitz, Louise M. Kraus, Joan Venino, Claire Freidman and Thomas M. Venino, Esq.



Jana Lhotak of D'Amore Jewelers presents Rick Parker with his winning raffle prize – a beautiful Movado watch valued at more than \$1,000.



Ulises E. Diaz, Thomas M. Eastwick, JoAnn Hari and Bruce J. Markowitz



Ronald Cocuzza, Giovanni Archando, David Fayngersh, MD, and Daniel L. Mendez, MD prepare to play tennis.



Ace Sponsor Sodexo's Steve Davis, Ken Arnold, Joe Boseli and James Cardo



Richard W. Rondanina, MD, Gregory G. Magee, MD, David J. Berkowitz and Jeffrey M. Raskin, MD



Steve R. Fallek, MD, David B. Hershan, MD, Rodrigo I. Castillo, MD, and Jose O. Maldonado, MD



Thomas Migliaccio, MD, Howard M. Shiffman, Serena H. Chen, MD, and Allen Hirsch, CMPE, CPC

Want to enjoy even more photos from the Palisades Classic?

Don't forget to visit www.palisadesmedicalfoundation.org



Donna M. Uher, Arthur E. Imperatore and Thomas Heagney



Dorothy Riley, Catherine Campen and Mila Z. Rodriguez welcome attendees to the Palisades Classic.



James Leber, Christopher F. Irizarry, Michael Shababb and Rodrigo I. Castillo, MD



Ed Davis, Administrator of the Harborage, enjoys the cocktail reception with Harborage staff members.



Bruce J. Markowitz and Nancy Boden present Thomas M. Eastwick with his winning raffle prize – 4 tickets and Stadium Club passes for an upcoming Yankees vs. Mets game donated by TD Banknorth.



Presenting Sponsor Merrill Lynch's Frank Digraci, Tony Browne, CIMA, CIMC, James Spanarkel, CIMA, CIMC, CFP, and Joseph Jurusz

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WJB Financial Services

Community Connections

To see more photos from our special events, please visit www.palisadesmedicalfoundation.org.

We all Scream for Ice Cream!

West New York Mayor Sal Vega and hundreds of local families recently spent a fun-filled afternoon on Riverwalk Place during the Grand Opening of the new **Ben & Jerry's Scoop Shop**. Ice cream lovers of all ages enjoyed the carnival-like atmosphere that featured live music, clowns, mascots, prizes, giveaways and other entertainment. Sibel and Pierre Berberoglu, owners of the new Ben & Jerry's Scoop Shop, organized this special event and a Free Cone Day to support the Foundation.



Popping the Cork for Palisades!

More than 80 people recently attended a special Wine and Food Tasting at Sabor Latin Bistro in North Bergen to help support the Foundation. Attendees were treated to an array of wines from Riverside Wine Merchants and samples of Sabor's continental cuisine spiced to a Latin beat. The Wine and Food Tasting generated \$2,800 and Riverside Wine Merchants and Sabor Latin Bistro generously donated 100% of the event proceeds to the Palisades Medical Center Foundation.



Good Health & Wealth

PNC Bank teamed with Palisades Medical Center for a special community event that taught attendees important health tips and ways to improve their personal finances. Attendees enjoyed free samples of healthy snacks and refreshments while they learned about the Medical Center's world class services and programs.



Preparing for Emergencies

PMC recently conducted a Full Scale Evacuation Drill with the assistance of North Bergen Mayor Nicholas Sacco and the participation of Hudson County Office of Emergency Management (OEM), North Bergen OEM, North Bergen Police, North Bergen EMS and North Hudson Fire and Rescue. The drill, which involved students from North Bergen High School as actors/disaster victims, helped train PMC staff and local Emergency Responders.



Gold Coast Business Link Gives Back

The Gold Coast Business Link recently organized a Summer Fashion Show to support the PMC Foundation. This fashion show was held at Antonia's By the Park and raised \$1,000 to support an educational program for Hudson County social workers. The City Lights Café at Palisades also served as the perfect setting as dozens of local professionals built stronger business relationships during a networking reception.

Auxiliary Volunteers Donate \$15,000

Palisades Medical Center's Auxiliary, a team of dedicated volunteers that works throughout the year to support the Medical Center and its patients, recently presented a \$15,000 donation to the Foundation. The generous donation was the result of several recent fundraising activities, including raffles, a bake sale, an Under the Stars waterfront event, and a special Night at the Races at the Meadowlands. For more information or to join the Auxiliary, please call Nancy Boden at 201-869-1313 ext 14.



Nancy Boden, Chair of the Auxiliary and a resident of North Bergen, presents the Auxiliary's \$15,000 donation to Elisse Glennon, Vice President/Executive Director of the Palisades Medical Center Foundation.