



Palisades Medical Center Foundation

Serving Palisades Medical Center and the Harborage

Winter/Spring 2006 Newsletter

Chairman's Pledge Launches New Foundation



In November 2005, newly appointed Board Chairman of the Foundation, John C. Meditz pledged \$250,000 to launch the Palisades Medical Center Foundation endowment fund. "One of the main goals for the Foundation," explained Mr. Meditz to a small meeting of community residents gathered at his home, "is to establish an endowment that will provide a steady revenue stream for many years to come."

The newly started Foundation was created to serve both the Medical Center and the Harborage with a formalized approach and commitment to fundraising. While serving on the Medical Center's Board of Governors as Treasurer and First Vice Chairman, it was a logical step to appoint Mr. Meditz as the Chairman of the Board of the Foundation. Fundraising is not new to the Medical

Center or to Mr. Meditz as he began his relationship with the Medical Center in the early 1990's when he helped with fundraising for the maternity center.

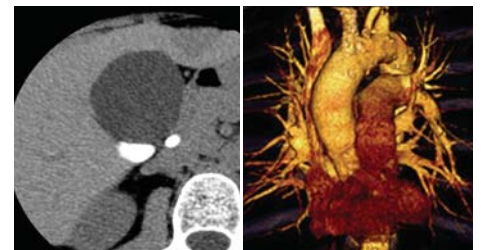
"The Medical Center has been doing well financially," explained Mr. Meditz, "especially when compared to other hospitals." Quite familiar with the many pressures facing hospitals today including declining revenues, nursing shortages, increasing charity care and the escalating cost of medications, Mr. Meditz helped spearhead the creation of the Foundation. "We want to ensure that we can provide optimal medical care at our doorstep. I see my role, and the role of the Foundation, as the catalyst in providing funds so the Medical Center and Harborage's wish list items can be secured so that patients can receive the best care."

A resident of Weehawken, Mr. Meditz views Palisades Medical Center as his family's hospital. He was a proud supporter of the alignment with New York-Presbyterian Healthcare System in New York City and believes that was one of the many ways the Medical Center has been able to expand programs and provide quality care. Mr. Meditz also believes that the Harborage is "by far, one of the best nursing facilities in the state."

Mr. Meditz is Vice Chairman at Horizon Asset Management, and serves on several other boards including Fairfield University in Connecticut, Xaxier High School in New York City, the Weehawken Planning Board and the Weehawken Library.

Palisades Medical Center: News to Know

- The Medical Center is upgrading again. Taking advantage of the beautiful location on the water's edge, the Medical Center is currently revamping the visitor's parking lot and is creating a beautiful river walk to enhance both the aesthetics and convenience for patients and visitors.
- Inside, the Medical Center recently acquired a 64-Multi-Slice CT Scanner, the first of its kind in northern New Jersey. This state-of-the-art imaging tool will help the medical staff diagnose and address disease at a very



New 64-Multi-Slice CT Scan adds new dimension to diagnostic images. Compare a new CT image on right with the photo on left from the old technology.

Board of Governors Palisades Medical Center Foundation

Chairman

John C. Meditz
Horizon Asset Management
Resident of Weehawken

William A. Benowitz
WJB Financial Services LLC
Resident of Leonia

Fred Daibes
Daibes Enterprises
Resident of Edgewater

Edward A. Fleckenstein, Esq.
Resident of Weehawken

Bruce J. Markowitz
President & CEO
Palisades Medical Center

Donna M. Uher
Resident of Weehawken

Thomas M. Venino, Esq.
Venino and Venino
Resident of Fort Lee

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News to Know

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early stage, thus giving patients and doctors the opportunity to curb the advancement and provide specific treatment options.

- A \$74,000 federal grant from the US Department of Health and Human Services was recently received to upgrade the Medical Center's food delivery system, and several Federal Health Resources and Services Administration grants were received for bioterrorism preparedness.
- In addition to the technological upgrades that have been and continue to be made at Palisades, concerted efforts to bring top-level professionals to our community are made on a daily basis with an emphasis on recruitment and professional development. We currently have over 300 board certified and board eligible physicians on our medical staff. Additionally, in 2005 we added over 50 professionals to our nursing staff to provide our patients with even greater personal attention.
- The Medical Center's commitment to the community recently earned an exemplary review in October 2005 by the Joint Commission of Healthcare Organizations (JCAHO). This review process is an intensive, comprehensive four-day on-site assessment of safety, performance improvement activities including continuing education for medical and nursing staff, as well as the quality of patient care services that are provided at Palisades. The Maternity Unit also earned a 5 out of 5-star rating from a leading web based healthcare rating service, Heath Grades, placing Palisades Maternity in the top 15% of all hospitals in a 17 state area.



The Maternity Unit earned a 5 out of 5-star rating during the recent assessment of safety and quality of patient care services.

- Recognizing the diverse community served, and the importance of emotional well-being in the healing process, pastoral care services have grown with the addition of a certified chaplain. Focused outreach programs are engaging all community and faith-based organizations.
- Plans are in place to completely renovate the Emergency Department facility. Upgraded technology with evolving communications systems will be integrated into the overall plan as well as equipping each station with cardiac, stroke and other specialty care technology. An expanded Fast-Track Service will be implemented so that patients experience the efficiency as well as the superb care.

Letter from the Executive Director



Welcome to the inaugural issue of the Foundation newsletter. For a little over a year now, I've had the pleasure of being Executive Director of the Palisades Medical Center Foundation and meeting so many caring people in the Palisades community. I look forward to continuing our work together in the months and years ahead.

The Palisades Medical Center Foundation was established to raise the necessary funds to support the programmatic and capital needs of the hospital and the Harborage. New services, facilities, medical technologies and information technology are only possible through your generous donations. Your donation of time and/or financial resources to your local hospital is a wonderful way to support your community. Not only do your family members, friends and neighbors benefit, but you can feel good that your contributions are helping to improve the whole region.

Addressing immediate needs and building for the future, the Foundation is establishing its first-ever endowment. This will allow philanthropic investments from a variety of sources to be combined into a pool large enough to ensure ongoing financial support. Raising and managing funds with the highest level of responsibility and integrity, donors can be assured that their gift will reap immediate and long-term benefits for their family and neighbors.

While the healthcare industry continues to face challenges, philanthropy and generosity are values that never go out of style. Still true after 150 years is Henry David Thoreau's reflection that "Philanthropy is almost the only virtue which is sufficiently appreciated by mankind."

On behalf of the many patients and families who are touched by the excellent medical care provided at both facilities, I thank you for your contributions, and encourage you to join the momentum.

Elisse E. Glennon
Executive Director
Palisades Medical Center Foundation

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 8:00 pm.
201.945.6965
- **Volunteer Opportunities:** Positions are available throughout the Medical Center and the Harborage. 201.854.5011

Happenings at the Harborage



Ed Davis, Harborage Administrator, joins staff and residents as they recognize and appreciate volunteers.

The Harborage residents enjoy a day on the Hudson River.



The Harborage residents celebrated seasonal changes with parties, trips and beautiful views of the Hudson River. This summer, residents joined the active Hudson River boat traffic by taking a cruise on the Spirit of New Jersey and enjoyed being surrounded by skylines and sea breezes. The activity on the river is rivaled only by the Harborage's active social activities inside its beautiful facility.

This fall's party schedule included a costumed Halloween party as well as monthly birthday parties and club meetings. Residents representing Jewish and Christian religions participate in weekly religious services and special observances for high holy days.

While monthly shopping trips are scheduled to Mill Creek, the Harborage was pleased to provide a new on-site shopping service. The American Healthcare Apparel Company offered a full line of women and men's clothing, including apparel for wheelchair and non-ambulatory residents. As part of the service, they provided non-removable labels placed in all clothing purchased marked with the resident's name.

Community groups help expand our social circles and visits from entertainers, scout troops, or singing troupes make everyday something special. Consider sharing your time with the Harborage residents. Volunteer opportunities are rewarding and available.

Special Events Raise FUNDS and FRIENDS



The 2005 Autumn Ball, chaired by John C. Leon, was held November 19th at The Glenpointe Marriott. Guests enjoyed the “Viva Las Vegas” theme as they were surrounded by elegance, danced to the sounds of “52nd Street Swing” and shared toasts over a sumptuous five-course meal. Among the guests were dignitaries such as honoree Governor Richard J. Codey and Weehawken Mayor Richard Turner. William A. Benowitz was also honored as he stepped down from his position as Chairman of the Board of Trustees. Host sponsors of the evening, the Auxiliary drew Dr. Armand Fasano’s name as the winner of their “Viva Las Vegas” raffle, with a prize valued at \$10,000. Proceeds of the raffle were donated to the Foundation bringing the total to over \$318,000 for the event.

- a. Bruce J. Markowitz, William A. Benowitz, Governor Richard J. Codey, John C. Leon
- b. John Avallone, Sandy Pyskaty, Thomas Heagney, Jr., Natalie Avallone
- c. Marisol Leal, Dr. Luis Leal, Ulises Diaz, Rudy Garci, Bruce J. Markowitz, John C. Leon
- d. Laurie Kroll, Barbara Atkinson, John C. Meditz, Donna M. Uher
- e. Back row: David Benowitz, William A. Benowitz, Janet Cerullo, Charles Cerullo, Ilene Mack, Alynne Rosenfarb, Seth Price
Front Row: Bonnie Benowitz, Kathy Benowitz, Jeffrey Benowitz, Seymour Rosenfarb
- f. John Dudsak, Vincent Urgola, Dr. Jorge Vereá
- g. Mayor Richard Turner, Governor Richard J. Codey, Eileen Turner
- h. Frank and Jacqui Atcheson, Elisse E. Glennon
- i. Dr. Armand Fasano, Maria DeBiase, John C. Leon, Mila Rodriguez, Nancy Boden
- j. Carmela and Dominic Facchini
- k. Joan and Thomas Venino



“The Palisades Classic” Golf and Tennis Tournament



Tennis enthusiasts enjoyed singles and doubles matches

“The Palisades Classic” Golf and Tennis Tournament was held in May at the Alpine Country Club. A beautiful spring day helped Rob Port, MD, Chairman of the event, welcome 160 people as they joined the fun on the links, the courts and in the clubhouse for an elegant cocktail and dinner reception. Merrill Lynch was the title sponsor of this event that raised over \$215,000 in proceeds for the Foundation.



Eric Rojas, Director of Marketing & Corporate Development and Rob Port, MD, Chairman of the Department of Radiology



l to r: Tony Browne, Joe Jurusz, John Corcoran and Jim Spanarkel represented Merrill Lynch, “The Palisades Classic” Title Sponsor

Auxiliary Activities

2006 Auxiliary Board Members

Chairwoman

Beatrice Garcia
Edgewater

Treasurer

Dorothy Riley
Weehawken

Secretary

Kathy Aitchison
Palisades Medical Center
Foundation

Nancy Boden
North Bergen

Olympia Escudero
Palisades Medical Center

Claire Friedman
Palisades Medical Center

Karen Kitzis
Demarest

Mila Rodriguez
Weehawken

Isabelle Romano
Hasbrouck Heights

Joan Tridente
Palisades Medical Center

Joan Venino
Fort Lee

Join The Auxiliary

Join this active group of community minded individuals as they run a number of fundraising events throughout the year. Enjoy social gatherings with a mission.
201.854.5008

2006 Auxiliary Board Members



Back row l to r: Olympia Escudero, Mila Rodriguez, Beatrice Garcia, Kathy Aitchison, Joan Tridente, Nancy Boden
Front row l to r: Isabelle Romano, Joan Venino, Claire Friedman, Dorothy Riley

Raffle Drawing



Auxiliary Board Members are joined by Bruce J. Markowitz, CEO to draw the winner of the Broadway Package Raffle with a prize that included a dinner for two at Arthur's Landing and theater night on the town. (l to r: Kathy Aitchison, Nancy Boden, Bruce J. Markowitz, Mila Rodriguez)

Wine and Cheese



A spring Food and Wine Tasting party was a delightful combination of foods supplied by Whole Foods Market, wine supplied by Riverside Wine Merchants and music by the Mark Scanga Trio. (l to r: Thomas Venino, Ed Davis, Joan Venino, Bruce J. Markowitz, Isabelle Romano, Elisse E. Glennon)

Big Raffles Earn Big Rewards

A long tradition of the Medical Center, the Auxiliary's mission is to render service to Palisades Medical Center and its patients; and to promote the health and welfare of the community. Auxiliary members enjoy hosting a variety of fundraising and friend-raising events throughout the year.

In 2005, the Auxiliary created two big raffles with promises of extravagant prizes that included a Broadway Package, and the "Viva Las Vegas" Raffle with a prize valued at \$10,000 giving the winner a trip for four to Las Vegas to see shows, play golf, relax in a spa or just have fun at the gaming tables. The Auxiliary was the Host Sponsor for the Medical Center's 2005 Autumn Ball, where they drew the name of the Las Vegas raffle winner.

The spring was welcomed with flair, as the Auxiliary created a special Food and Wine Tasting event with 100 guests who had gathered to raise their glass while raising funds for the Medical Center.

Product sales included a very creative 2006 Lucky Calendar with daily chances to win prizes, and the Palisades Medical Center family cookbook serving up hundreds of new and proven recipes.

Special thanks to Mila Rodriguez who served as Auxiliary President for the last two years. As her term drew to a close, Mila passed the torch (and the files!) to incoming Chairwoman Beatrice Garcia at a board meeting in January.

Community Connections

New Business Group Forms



Newly formed Gold Coast Business Link board members
Back row l to r: Martino Vassallo, LeMarc's Hallmark Store; Brigitte Neuman, Valley National Bank; Marian Gordon, Imprint On Us; front row l to r: Elisse Glennon, Palisades Medical Center Foundation; Gia DeVito, Korman Communities; Maria de Veyga, Edgewater Residential

The Palisades Medical Center Foundation has joined local retailers and businesses to form the Gold Coast Business Link. The group is dedicated to helping businesses grow with the community and provide opportunities to network with colleagues. Networking nights are held bi-monthly and locations vary. Palisades Medical Center Foundation hosted the group's second meeting at the harbor-side seafood restaurant, Frank's Waterside with spectacular views of Manhattan.

eBay Makes it Easy

The Palisades Medical Center Foundation has opened an eBay account where visitors to the site can make a donation. Thanks to Mila Rodriguez for kicking off this newest service by listing her baby grand piano on eBay and designating the proceeds to the Foundation.

Estate Planning Tax Elimination Seminars

Benefit from special seminars on the financial advantages of planned giving and creative estate planning. Hear Howard Kaplan, an expert financial educator, give practical information on reducing income taxes, bypassing capital gains and eliminating estate taxes. Learn ways to increase your income, provide for your loved ones and leave a legacy.

Seminars are held quarterly and are offered free to the community. The next seminar is scheduled for May 10. Space is limited. To reserve your seat, call the Foundation Office 201.854.5008.

Thanks to Riverside Wine Merchants

Barbara Salerno, owner of Riverside Wine Merchants in North Bergen, graciously selected the Foundation as the recipient of two donations. Proceeds were collected at Wine and Cheese Tasting events in November and January where guests enjoyed tasting from a variety of new wines selected by their wine connoisseur.

Come See What's New — Take a Tour

Visit the Medical Center or the Harborage and witness all the changes. In addition to becoming familiar with your local hospital before an emergency happens, you will gain the peace of mind that comes from knowing you have quality care – close to home. To schedule a tour, call PMC's Marketing Department at 201.854.5010.

Free Shuttle Service

Free transportation is available for medical appointments, outpatient services and same day surgery at Palisades Medical Center. Call 201.854.5150 to reserve your seat.

Helpful Phone Numbers Listing

Main Number 201.845.5000

Ask for your free copy of our Helpful Phone Numbers Listing. Below is a listing for your convenience.

24-Hour Mental Health Crises Hotline.....	201.854.6300
24-Hour Emergency Services.....	201.854.5100
Palisades Child Care Center – Qualified care for 6 weeks to 5 years.....	201.945.1447
Palisades Fitness and Wellness Center – Trainers for your medical needs.....	201.854.6666
Human Resources – Employment opportunities.....	201.854.5020
Physician Referral – Choose a top physician, close to your home.....	201.854.5400
Volunteer Center – Many opportunities to help your community	201.854.5011

Save The Date

May 22

"The Palisades Classic" Golf
and Tennis Tournament

November 18

Autumn Ball

Get up to date information
on these events and other
Foundation activities by
visiting our website at
www.palisadesmedicalfoundation.org

Palisades Medical Center Foundation Supports the Community



Palisades Medical Center proudly donates four defibrillators to the North Bergen first responders. Pictured l to r: Theresa Ferraro, Public Safety Commissioner; Eurice Rojas, Palisades Medical Center Director of Marketing and Corporate Development; Michael DeOrio and Jeff Welz, Directors of North Hudson Regional Fire and Rescue; Bruce J. Markowitz, Palisades Medical Center President and CEO; Mayor Nicholas Sacco of North Bergen; Chief William Galvin, North Bergen Police; and Brion McEldowney, North Hudson Regional Fire and Rescue Chief.



**Palisades Medical
Center** *Foundation*

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