

# Defining Moments

Winter 2015

A Publication of the Howard Young Foundation



## Empowering Our Hometown Heroes

HYF and EMS collaboration brings new technology to the Northwoods.

Page 8

# There are Superheroes Among Us

Who wouldn't love to be a superhero? After all, they get to wear cool capes and perform extraordinary feats for the good of all mankind. Well, here in the Northwoods, there are superheroes all around us (minus the capes!). They are the doctors and nurses at the hospitals of Howard Young Medical Center in Woodruff and Ministry Eagle River Memorial Hospital in Eagle River. They are the ambulance crews in the communities we serve. And they are the donors whose financial support of the Howard Young Foundation enables us to provide the vital equipment and facility upgrades these local healthcare professionals need to provide lifesaving care at a moment's notice. We invite you to read about some of these hometown heroes in this issue of *Defining Moments*, and to join their ranks by becoming a Foundation donor. You don't need superhuman powers to make a difference, you just have to care.

**Would you like to make a difference, too? Contact us to learn how.**

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## The Mission of the Howard Young Foundation

*The Howard Young Medical Center was built in 1977 through a very generous bequest provided by philanthropist Howard Young. Bearing his name to honor his philanthropic gift, the Foundation was established in 1984 to advance the health and wellness of all people in the communities we serve through your charitable support.*





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*Thank you  
for your generosity  
throughout the year.  
We wish you a joyous  
holiday season!*



# From the Chairman

So much to celebrate, thanks to our donors!



**Trig Solberg**  
Board Chairman

As a nonprofit organization whose mission of advancing healthcare in the Northwoods is dependent upon the philanthropic support of the community, the Howard Young Foundation is humbled by the extraordinary generosity of our donors in 2015.

## YOUR GIFTS MAKE ALL THE DIFFERENCE

Thanks to donor response during this summer's "Our Legacy" campaign, I am pleased to report that we surpassed our goal of raising \$250,000—which was matched by my good friend and extraordinary Foundation benefactor, Don Funk. The charitable gifts received and Don's match, in addition to a dollar-for-dollar match by Ministry Health Care, enabled us to purchase a \$1 million state-of-the-art CT scanner to complement the technology of the **One Heart** Cardiology Suite and the emergency department at Howard Young Medical Center in Woodruff. Truly cause to celebrate!

We also celebrate successful partnerships with 11 local EMS agencies, which made it possible to equip their ambulances with the LUCAS™2 automated chest compression device. I am personally aware of four cardiac arrest victims whose lives were saved by paramedics and EMTs using this critical piece of equipment while enroute to the hospital. Donors to the Foundation and those who supported these partnerships in their local communities can take great pride in knowing

their gifts are having a truly meaningful and lifesaving impact.

## NEW LEADERSHIP, NEW POSSIBILITIES

The Foundation works very closely with Ministry Health Care, and welcomes Sandra Anderson as Ministry's new northern region vice president and president of Howard Young Medical Center and Ministry Eagle River Memorial Hospital. We are very grateful to have someone with Sandy's experience, energy and vision leading our local hospitals. With her guidance and the Foundation's resources, I am confident that 2016 will be a year of positive change as our local healthcare landscape continues to evolve.

As 2015 draws to a close, I'd like to share my heartfelt wishes to you and your family for a blessed and beautiful holiday season. Thank you for your charitable gifts. Together we can look forward to 2016 with hope and anticipation for a happy, healthy year ahead.

Sincerely,

**Trig Solberg**, Board Chairman  
Howard Young Foundation





# Introducing Hospital President Sandra Anderson

“*I want to establish a sacred trust with the people we serve.*”

The Howard Young Foundation is pleased to introduce Sandra Anderson, who became president of the Howard Young Medical Center and Ministry Eagle River Memorial Hospital in July 2015. Sandy has more than a decade of experience in developing and implementing hospital-based programs, services, outreach and initiatives to advance community healthcare.

Sandy’s overall goal in the Northwoods is to deepen our local hospitals’ relationship with the communities they serve. “The support these hospitals get from the community is the best I’ve seen,” Sandy noted. “Whether it’s monetarily or the telling of their stories about what great care they received, the overall community support is amazing. I want to build upon that and establish a sacred trust with the people we serve.”

Sandy understands the critical role the hospitals play in meeting the varied needs of the area’s year-round and part-time residents, summer tourists and winter sports enthusiasts and plans to make them the “very best set of rural hospitals that exist.”



**Sandra Anderson**  
Vice President,  
Ministry Health Care  
Northern Region;  
President, Howard  
Young Medical Center  
and Ministry Eagle River  
Memorial Hospital

“We need the hospitals to continue being that safety net for our residents and visitors,” Sandy commented. “Northern Wisconsin is geographically vast, so it’s important to have hospitals in the Minocqua and Eagle River areas to service this part of the region. It’s also important to have emergency services and specialists here to treat the heart attacks, injuries and traumas that come into the emergency departments. The combination of Howard Young Medical Center being a Level III trauma facility and Ministry Eagle River Memorial Hospital being a critical access hospital is crucial to meeting the ‘what ifs’ that can and do happen here.”

Sandy looks forward to continuing the hospitals’ successful partnership with the Howard Young Foundation. “The Foundation provides a lot of resources to do our work. It is our ambassador with the community when it comes to meeting the needs of the hospitals. Recently, a Foundation donor enabled us to purchase all new equipment for the emergency department at Howard Young Medical Center. Now it has up-to-date technology to deal with trauma just like any major metropolitan hospital.”

The Foundation is proud to partner with Sandy in achieving our shared mission to provide the communities we serve with unequalled diagnostic testing and emergency services.

“*The support these hospitals get from their communities is the best I’ve seen.*”

# Your Gifts at Work: The Power of Community Giving

## \$1 Million Raised to Advance Heart Care

It looks futuristic, but physicians will soon be using a state-of-the-art, 128-Slice CT scanner (pictured, lower right) at the **One Heart** Cardiology Suite and the emergency department at Howard Young Medical Center. The \$1 million price tag was funded through gifts received during the Foundation's "Our Legacy" campaign, held between May 1, 2015 and September 30, 2015. The scanner is projected to be in service by spring 2016. It will further raise the bar on heart care in the Northwoods, and offer a level of diagnostics that patients previously had to travel out of the area to receive.

### WE COULDN'T HAVE DONE IT WITHOUT YOU!

When the Foundation learned of the hospital's need for the scanner, we turned to the community to help us meet that need. Benefactor Donald E. Funk made the extraordinary offer to match campaign donations dollar for dollar, up to \$250,000. We enlisted the help of volunteer community ambassadors, who took the challenge to their cities and towns. Through fundraising events and presentations to local service clubs, \$311,954 was raised. Don's match brought the sum up to \$561,954, which was matched by Ministry Health Care, bringing the total amount raised to \$1,123,908.

"The Howard Young Foundation is grateful to all the donors who contributed to the "Our Legacy" campaign throughout the summer," commented Foundation President Mike Gibbons. "Without your support this technology would not be possible in a community the size of ours."

For Gami Miller, the Foundation's co-ambassador for the Minocqua area, taking up the cause was personal. "Some of my friends and family members have needed cardiac care or have suffered cardiac emergencies," Gami explained. "I want them to have the best care possible when the need arises."

Gami and co-ambassador Erika Petersen worked together to share the Foundation's mission with their community. One of the events, Legacy Night at Stoney Creek Home and Garden, which is owned by the Petersen family, offered shoppers wine tastings, cheese and sweets, as well as special discounts. Erika donated a portion of the night's sales to the "Our Legacy" campaign. "It was a great event," Erika said. "We had a nice turnout, and shoppers appreciated that their purchases supported such a great cause."



## OUR GENERATION'S LEGACY

The Foundation's "Our Legacy" campaign builds upon the healthcare philanthropy established by those who came before us. In the 1950s, Dr. Kate Pelham-Newcomb asked Northwoods residents to help her build a local hospital for the Lakeland area. Donations poured in, and Lakeland Memorial Hospital was built. In 1977, Howard Young's generosity led to the building of the Howard Young Medical Center, which plays a vital role in our local healthcare today.

"We are fortunate to have such supportive communities," said Mike. "They continually rise to the challenge to ensure that our residents and visitors have access to high-quality, convenient healthcare. Response to the Foundation's 'Our Legacy' campaign is proof of that."

*State-of-the-art 128-Slice CT Scanner*

## THE REVOLUTIONARY 128-SLICE CT SCANNER

With our area's predominantly senior population and high incidence of heart disease, the 128-Slice CT scanner is invaluable to doctors and patients in the Northwoods. The most advanced diagnostic tool of its kind, the scanner:

- Provides amazingly detailed 3D images in just seconds
- Offers a calcium scoring technology to proactively screen for patients at risk for heart disease
- Enables doctors to diagnose and treat the cause of acute chest pain more quickly and accurately
- Is noninvasive and uses significantly less radiation than most CT scanners
- Will also be used by emergency room physicians to aid in the diagnosis of acute stroke and other conditions
- Reduces exam time and is more comfortable for patients

“Without your support this technology would not be possible in a community the size of ours.”





# Empowering Our Hometown Heroes

## 50-50 Match Offsets Cost of New CPR Device

Equipping rescuers with the latest technology is good for all of us.

Recent technology advancements made possible by Howard Young Foundation donors include:

**2015**

LUCAS™2 Chest  
Compression System

**2014**

New hangar for the Ministry  
Spirit Medical Transportation  
helicopter

**2012**

Eight LifeNet systems that  
transmit EKGs from the  
ambulance to physicians in the  
emergency departments

**2011**

Four high-fidelity patient  
simulators for hands-on,  
interactive training in  
emergency care



While the rest of us are working, playing, eating and sleeping, our local volunteer emergency medical technicians (EMTs) and paramedics are on standby, ready to rush to our aid in an emergency. When those emergencies involve cardiac arrest victims, having the right equipment onboard the ambulance can make the difference between life and death.

A recent 50-50 match through the Howard Young Foundation enabled 11 area communities to equip their ambulances with a LUCAS™2 Chest Compression System. The \$15,000, hands-free device automatically administers CPR, ensuring a steady supply of oxygen to a person's heart and brain during cardiac arrest. The most advanced technology available to assist with CPR, the LUCAS™2 dramatically increases the possibility of survival and eliminates the challenges of performing manual CPR in the field.

Communities benefitting from the 50-50 match include Boulder Junction, Conover, Eagle River, Lac du Flambeau, Land O' Lakes, Manitowish Waters, Mercer, Minocqua/Woodruff, Plum Lake, Presque Isle and Winchester. We asked some of the rescuers who will be using the LUCAS™2 to share their thoughts about the match and the device. Here is what they said.





**Adam Johnson**, EMT/  
Firefighter/Community  
Liaison, Presque Isle  
Volunteer Fire Department



**Linda Novak**, Assistant EMS  
Director/Advanced EMT/  
Firefighter/EMT Instructor/  
American Heart Association  
Instructor, Presque Isle  
Volunteer Fire Department



**Diane Price**, Paramedic,  
Conover Volunteer Fire  
Department



**Jim Cayo**, Ambulance  
Director, Winchester  
Fire and Rescue

### **Q: Will the LUCAS™2 help you save lives?**

#### **Adam:**

The is new technology that automatically delivers manual chest compressions on a cardiac patient. Being an outlying community, it can take up to 45 minutes for us to reach Howard Young Medical Center. Imagine doing CPR all that time. A human being can effectively do compressions for only about four minutes. Rescuers have to keep switching off every two to four minutes, which momentarily interrupts the patient's blood flow. The LUCAS provides accurate, uninterrupted compressions indefinitely, ensuring that the patient's blood, and any lifesaving medication the patient is receiving through an IV, is properly circulated throughout the body. Yes, it will definitely help us save lives; there is no doubt about that.

#### **Linda:**

Being a CPR instructor as well as an EMT, I know that compressions are the most important thing during cardiac arrest, and they are only 20 percent effective most of the time. The LUCAS makes sure compressions are done correctly every single time, so it increases our patients' chances of survival.

#### **Diane:**

When doing manual CPR in a moving ambulance, especially on a bumpy road or in bad weather, your hands slide around. You don't always hit your mark, and the compression might not always be as deep as needed. The LUCAS has all the benefits of perfect CPR in any situation.

#### **Jim:**

Having the LUCAS delivering compressions will free up our hands to provide other lifesaving care that we might not be able to give if we were administering manual compressions. It will also improve concentration, because you're not trading off every two minutes to do CPR.

### **Q: How did you raise your \$7,500 to qualify for the match?**

#### **Adam and Linda:**

We placed an ad in the newspaper announcing our campaign to raise funds for the match. Shortly after word got out, a single donor stepped forth and wrote a check. Generally, we raise funds through our annual fireman's picnic, which has a cookout, raffles and a band. That's where we get most of our donations. Also, a lot of people give us donations throughout the year. The town takes really good care of us.

***Diane:***

Our town board was so behind this that they funded our portion of the match. Otherwise, we raise funds during the year with our annual ice fishing tournament, pancake breakfast, Taste of Conover Food Fest and Conover Car Show, which benefit our EMS and fire departments.

***Jim:***

We collaborated with the fire department, so each department paid \$3,750 of the \$7,500 needed for the match. The money came from funds we've raised over the years through our annual Fourth of July event and Hunter's Feed in the fall. Donations also come in from the community; they're very supportive.

***Q: Would your department have been able to purchase the LUCAS™2 Chest Compression System without the Foundation's 50-50 match?***

***Adam and Linda:***

We might have been able to—eventually. We are a very small ambulance service, and without the Foundation's match, it would have been difficult.

It's an expensive piece of equipment, and it was wonderful of the Foundation to help us. They are making it possible for us to take care of people in our community.

***Diane:***

I had been checking prices for a LUCAS when I heard about the Foundation's match. It really saved us money. We were able to get the LUCAS and used the money we saved toward the purchase of another piece of equipment that we also needed. The Foundation hasn't just helped Conover with this match. They have also impacted services in many other communities, and that's pretty cool!

***Jim:***

We are thankful and very excited to have the LUCAS; we had wanted one for a long time. If not for the match from the Howard Young Foundation, we probably would not have been able to acquire it on our own. We could have taken funds from our operating budget, but that would have decreased our ability to purchase other things. We're looking forward to reaching out to the Foundation for future needs.

**Through the match, made possible by our generous donors, the Foundation invested \$75,000 into local EMS departments.** “Many people are aware of the Foundation's charitable support of Howard Young Medical Center and Ministry Eagle River Memorial Hospital, but many don't know that we also support our communities with other healthcare initiatives,” said Foundation President Mike Gibbons. “The 50-50 partnerships to equip ambulances with the LUCAS™2 Chest Compression System are a great example of that.”

**Would you like to be part of empowering our hometown heroes with future equipment upgrades?**

Please stop by our office at 420 Oneida Street, Suite #100 in downtown Minocqua, call our office at **715.439.4005** or visit our Web site at [www.howardyoungfoundation.org](http://www.howardyoungfoundation.org).



# My 9-1-1 Moment

If you don't believe in miracles, 24-year-old Nicole Grehn's harrowing and inspiring story is sure to change your mind.

On Sunday, June 28, 2015, Nicole Grehn and her boyfriend, Mike Bendall, pulled into a gas station in Woodruff. They had been driving for two hours, from a relative's graduation party in Ashland back home to Oak Creek, near Milwaukee, and needed a break. So far, the trip had been uneventful, but what happened next would change their lives forever.

Up until the moment they entered the gas station, Nicole had been leading a normal, active life. She loved running and working out. She had been a cheerleader in high school and at UW-Whitewater, where she had graduated in December 2014 with a bachelor of science degree in biology and a minor in business. She was working as a certified nursing assistant and looking forward to going back to school to become a physician's assistant.

*Nicole Grehn and Mike Bendall*



Even though there was no indication of it, something was terribly wrong. Once inside the gas station, Nicole suddenly collapsed. At first, Mike thought she had merely fainted. "People faint, and then they usually get up," Mike said. But Nicole didn't get up. She was unconscious. She started to lose color in her face and her breaths were further and further apart. "Someone called 9-1-1," Mike recalled. "I was just holding Nicole and yelling for the ambulance."

Fortunately—or by divine plan—Howard Young Medical Center (HYMC) was just a block away. One of its ambulances had just passed the station. When the 9-1-1 call came in, the driver turned the ambulance around. "Thank God everything was so close," Mike said. "The ambulance and a police officer were there within minutes, and the hospital was right behind the gas station. It was just a miracle."





While the paramedics worked to save Nicole's life inside the station, Mike stepped outside to make the terrible phone call to her mother and grandparents. They had left the party after Nicole and Mike, and were still two hours away—surely the most agonizing drive of their lives.

Thinking back to when the paramedics brought Nicole out of the gas station, Mike said, “She was on a gurney. They got her out of the gas station and into the ambulance pretty quickly. At that point, they didn’t know if she had a blood clot, or if something in her brain had made her collapse. But at that moment she was breathing again, and I thanked God for that,” he said.

### THE BEGINNING OF NICOLE'S MIRACLE

Dr. Michael Wenman, a Marshfield Clinic board-certified emergency medicine physician, was on duty at HYMC's emergency department that afternoon. He remembers Nicole's case well; it is one of the most unusual he has seen. “This young lady was found without a pulse and was in ventricular fibrillation when the ambulance arrived at the gas station,” Dr. Wenman said.

During ventricular fibrillation (V-fib), a person's heart quivers instead of beating properly, and blood does not circulate to the body. To restore proper function, the heart must be defibrillated (shocked) back into regular rhythm. EMTs shocked Nicole's heart several times before reaching the emergency department.



“When she arrived at the hospital, she was unresponsive and her blood pressure was low,” Dr. Wenman continued. “Her rhythm was decent at first, but went into V-fib another half a dozen times while she was here. I've never seen anyone that young experience so many episodes of cardiac arrest.”

Dr. Wenman and his team had a double challenge. They needed

to determine the cause of Nicole's symptoms, and to keep her alive until they did.

An endotracheal tube was inserted to protect Nicole's airway, and medications were administered to prevent her heart from stopping. Numerous lab tests were run. Dr. Wenman ordered CT scans of Nicole's head to rule out a brain hemorrhage, and another one of her chest to rule out a pulmonary embolism. All the tests were normal.

While the team worked to save Nicole's life, preparations were made to fly her to St. Clare's Hospital in Weston for further evaluation. Rescue One protocol, reserved for the most critical of cases, was put into action. With a single call to Ministry Connect, part of Ministry Spirit Medical Transportation Service, the hospital-based Spirit 2 helicopter was readied for flight. Transfer of care arrangements were coordinated with St. Clare's, and Dr. Wenman consulted with the receiving physician. Within three hours of Nicole's arrival, she was on her way to St. Clare's.

During Nicole's care at HYMC, Mike waited, distraught, for the rest of the family to arrive. “The chaplain was there, and he was so amazing,” Mike said. “The police officer also stayed. I really appreciated that, too.”

### THE REST OF NICOLE'S JOURNEY

At St. Clare's, Mike and Nicole's family were told that her heart was functioning at just 10 percent. Mike recalls that during the night, her code light kept going on, and her heart had to be shocked back into rhythm. “She also had to have CPR a couple times because her heart actually stopped,” Mike stated. “About 2:00 in the morning a doctor came in from home. That's when they implanted the first pump into her leg to help circulate her blood because her heart couldn't. After she was stabilized, she was taken by ambulance to Froedtert Hospital in Milwaukee, which is affiliated with the Medical College of Wisconsin.” As a teaching and medical research facility, the hospital was exceptionally equipped to diagnose and treat Nicole, and she would be close to home.

Nicole arrived at Froedtert Hospital Monday afternoon. “That night, her heart had to be shocked another

*Dr. Michael S. Wenman, Marshfield Clinic  
Board-Certified Emergency Medicine Physician*



“The ambulance and a police officer were there within minutes, and the hospital was right behind the gas station. It was just a miracle.”

30 times,” Mike said. “Doctors replaced the pump that had been implanted at St. Clare’s with a different device, to circulate the blood better, but it didn’t help.”

### A MOTHER’S HEART-WRENCHING DECISION

Without proper circulation, Nicole’s legs began to die. She went into a coma and woke up nine days later to discover that both of her legs had been amputated above the knee. “When my legs started to die, it created a poison that was making my kidneys fail. So the only option was to amputate both legs,” Nicole explained. “My mom had to make the decision. She was heartbroken, but thankfully she consented, because after that I pretty much started to come back. My heart stopped going out of rhythm and I started waking up from the coma.”

Nicole doesn’t remember anything from the time she collapsed in the gas station in Woodruff until she came out of her coma at Froedtert Hospital. Mike remembers, though, and is deeply thankful to all the doctors and nurses who took such excellent and dedicated care of her along the way. “Everyone was unbelievable,” he remarked. “None of them gave up. The doctors at Howard Young Medical Center did everything they could think of so we could get her to St. Clare’s, and there they did everything they could so we could get her to Froedtert.” Mike added that he firmly believes Nicole would not be alive today if they had not been so close to Howard Young Medical Center when she collapsed. “If it was meant to happen, it was meant to happen there,” he said.

### A HAPPY ENDING, AND ANOTHER NEW BEGINNING

Genetic testing at Froedtert Hospital revealed that Nicole has a rare condition called Catecholamine-Induced Polymorphic Ventricular Tachycardia. “It’s a genetic mutation in a protein that is in my heart,” she said. “I actually have a version the doctors hadn’t seen before.

Now, I take beta blockers to help prevent me from going into V-fib again. Doctors also implanted a defibrillator, which will save me if I do.” Nicole is restricted to low-impact exercise; intense exercise could trigger another cardiac event.

During Nicole’s six-week recovery at Froedtert Hospital, Mike proposed. She was discharged on August 3, her mother’s birthday. She has begun her prosthetic journey and has set a goal to be walking by spring 2016. She and Mike are looking forward to getting married (no date set), starting a family and living a new chapter in their lives.

What of her medical education? “I can’t wait to go back to school,” Nicole said. “I was getting ready to apply to physician assistant programs, but now I’ve changed my mind. I want to be a nurse practitioner so I can help someone who has been through something like me. I’ll be able to pull up my pant legs and tell them, ‘you can do it.’”

In the worst of situations, it is often the actions of others that lead to happy endings. Won’t you consider supporting advancements in technology and services at our local hospitals with a charitable gift to the Howard Young Foundation? To become a donor, please contact us at **715.439.4005** or access our Web site at [howardyoungfoundation.org](http://howardyoungfoundation.org). You could be the miracle in a patient’s defining moment.





# Announcing the 1st Annual Minocqua Dragon Boat Festival

## Release Your Inner Dragon...

at the Minocqua Dragon Boat Festival, that is! Bet you've never seen anything like *this* before!

**Ditch your motor boats, pontoons and jet skis and get ready for dragon boat racing!**

Mark your calendars for the first Annual Minocqua Dragon Boat Festival ([www.minocquadrdragonboat.com](http://www.minocquadrdragonboat.com)). On Saturday, August 20, 2016, the waters around Torpy Park in Minocqua will play host to what has been called the ultimate team sport, because of its ability to bring together diverse groups of people in a common healthy cause.

"There are no star pitchers or quarterbacks," said Erin Biertzer and Sherry Jacobi, co-chairs of the festival and board members of the Howard Young Foundation, which is creating

Saturday, August 20, 2016

9:00 a.m. – 5:00 p.m.

Torpy Park and Lake Minocqua

the event. "Only teams can win or lose dragon boat races. Anyone can participate."

Dragon boat racing is the fastest-growing water sport in the world and is a Chinese cultural tradition that is more than 2,000 years old. The festival will be a free, family event for the community, complete with live entertainment, fabulous food, creative children's activities, fun merchandise and the biggest attraction of all—the races! Cheer on the fleet of colorful 45-foot dragon boats as they race to the beat of Chinese drums.



*Dragon boat racing is the ultimate team sport.*



## REGISTRATION NOW OPEN

**Can YOU handle a dragon? Get a team together and find out!**

Simply put, a dragon boat is a 45-foot beast of a boat holding a steersperson, a drummer, and 20 team members paddling to cross the finish faster than their competition. It's a team sport in its purest form that encompasses the elements of power, speed, synchronization and endurance. No experience? No dragon? No worries! The Pan Am Dragon Boat Association from Tampa, Florida, will provide boats, steerers, training and practice sessions, as well as course marking, race timing and race staff.

"Make sure to sign up early to secure one of the 48 team spots available," said Sherry. "It is a great team-building activity and exciting competition, all for a great cause."

Gather 20 to 25 of your family members, friends, neighbors or colleagues to form one of our 48 teams and register on our Web site today! Just log onto [www.minocquadrdragonboat.com](http://www.minocquadrdragonboat.com), or scan this code with your smart phone.



## FUN WITH A PURPOSE: A COMMUNITY-BUILDING EVENT

The Minocqua Dragon Boat Festival is all about fun—and giving back to the community where we live, work and play.

### **Support for local healthcare initiatives**

While the event is free, a portion of the proceeds from the event and any pledges raised by the teams will help fund advances in technology and facility upgrades at Howard Young Medical Center and Ministry Eagle River Memorial Hospital.

### **Support for local service clubs and nonprofit organizations**

A portion of the proceeds also will be donated to community groups who provide volunteers for the event.

### **Support for the local economy**

2,000 to 3,000 people from across the country are expected to attend, bringing an economic boost for area motels, restaurants and merchants.

"No one who has discovered dragon boating—either as a racer, a spectator, or a volunteer—leaves unchanged," said Erin. "Experience the magic and unleash your inner dragon."

**Sponsor a boat, paddle a boat, volunteer, or be a spectator. Get complete event details at [www.minocquadrdragonboat.com](http://www.minocquadrdragonboat.com).**



## FESTIVAL SPONSORSHIPS, A WIN-WIN FOR ALL

The 2016 Minocqua Dragon Boat Festival presents a unique opportunity for companies and organizations to showcase their products or services while demonstrating support for the Howard Young Foundation's mission. It is also a great way for families and individuals to help advance healthcare right here at home. Sponsorship levels range from \$500 (Boat Buddy) to \$15,000 (Presenting Sponsor), each with attractive benefits to the sponsor. Take advantage of this unique opportunity to be part of a new first annual event that will bring a new water sport to our area.

**Call the Foundation at 715.439.4005 to learn which level is best for you.**

# The Women's Legacy Council

*Formed in 2011 – A Committee of the Howard Young Foundation Board*



A core group of 16 women came together in 2011 with the purpose of partnering with other women committed to sustaining high-quality healthcare in our community. Guided by their values and visions, consensus was reached that the most immediate community need was a diagnostic heart center. Work began, cultivation events were organized, and personal contacts were made.

As we reported in the *Defining Moments* summer issue, the Women's Legacy Council (WLC), along with many wonderful donors, reached their first goal. Phase I, the **One Heart** Cardiology Suite, located within Howard Young Medical Center, opened its doors in September of 2014. The Women's Legacy Council provided \$400,000, which was matched dollar for dollar by Ministry Health Care for a total of \$800,000, allowing the WLC to provide half of the cost of creating our new Cardiology Suite.

Beginning with the indomitable Dr. Kate and philanthropist Howard Young, the vision to bring

first-class medical care to the Northwoods area came to fruition in 1977. The WLC is proud to have been able to continue this tradition begun long ago.

This past summer, the WLC worked with the Howard Young Foundation Board and those who live in communities served by the Foundation on the "Our Legacy" Campaign. The campaign represents Phase II of the Cardiology Suite.

Funds were raised to purchase a new CT scanner that will allow physicians to pinpoint blockages in the heart and better determine treatment options for patients. The new CT scanner uses a significantly lower dose of radiation, which benefits all patients (adult and pediatric) who require a scan. The funding support for Phase II is now complete. The new CT scanner is expected to be installed in late spring, 2016.

We would like to recognize the donors listed below for their generous gift support and personal commitment to enhancing cardiac care in the Northwoods.

The Women's Legacy Council will meet again in spring 2016 to identify our next important project that will assist in maintaining the high quality of healthcare in our community.

**Dr. Kate Pelham-Newcomb**

**\$50,000 & above**

Albert W. Cherne Foundation  
Patricia Balistreri  
Christine Bonati  
Bollwinkle  
Noelle Brock  
Mary Fonti  
Delta Orłowski

**Jacqueline**

**Kennedy Onassis**

**\$25,000 - \$49,999**

Susan Holmes  
Kathy Bane

**Eleanor Roosevelt**

**\$10,000 - \$24,999**

Judi Budinger

Dorcas Burlingame  
Karen Geschke

Eileen Goggins-Schultz

Leola King  
Kathleen Lichtfuss

Jeanne McJoynt  
Ruth Russler  
Betty Vonachen

**Clara Barton**

**\$5,000 - \$9,999**

Bette Appel  
Tonna Appelgren  
Brenda Chaulk  
Glenda Haug  
Laurie Herzog-Draeger  
Kristine Hunt  
Barbara McEachron  
Cheryl Pitman

Judy Russell  
St. Matthias

Episcopal Church

Nadine Wachholz  
Leigh Wilber

Patricia Zach

**Florence Nightingale**

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Mary Ahern  
Mary Dodge  
Patricia Hall  
Elaine Hoth  
Leslie Johnson  
Jane McMurray  
Phyllis Miller  
Anthony E. Pogodzinski M.D.  
Pamela Pound  
Miriam Roe

Beverly Strauss  
Pamela Winkelman

**Sacagawea**

**\$1,000 - \$2,499**

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Caren DeHart  
Derse Foundation

Carol Gelwicks  
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Sandra Mickle

Anne Moller  
Maxine Mulleady

Marjorie Musbach  
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Women's

Service Club

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**Abigail Adams**

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*Note: Donating couples are listed as such on the Recognition Wall in the Hall of Honor at Howard Young Medical Center*





# Why We Give

## Heroes at heart!

Our donors, like Gami Miller and Doug McCoy who are featured here, might not look like superheroes, but to us and those whose lives have been touched by their generosity, they are. To all who share their time, talents and treasure to support the Foundation's mission of advancing healthcare in the communities we serve, we say thank you!

### Gami Miller, Benefactor & Community Ambassador

“ I give because we have a responsibility to make sure our hospital is always here for our community. ”

As a lifelong resident of the Northwoods, Gami Miller's ties to our local healthcare facilities run deep. She was born at Lakeland Memorial Hospital, and after it was converted to a nursing home, her grandmothers received care there just down the hall from where Gami was born. Also, over the years, Howard Young Medical Center (HYMC) has served Gami, her family and her friends. Through these experiences she recognizes that in order to keep and attract the best talent to care for loved ones, it is imperative to have an outstanding facility.

*“The Minocqua-Woodruff area is the medical hub of the Northwoods,” Gami commented. “Howard Young Medical Center has a history of excellence in healthcare, but I can see the challenges of maintaining the facility. I see the need and I want my friends and family to receive the best care possible while being close to their home and loved ones. By supporting the Howard Young*

*Foundation as a community ambassador and donor, I am meeting my responsibility to help make that possible.”*

Many of Gami's friends work at the hospital, so she likes knowing that by helping our hospitals thrive, she is helping bring stability to a tourist area where the economy changes with the seasons. As one of the largest employers in the Northwoods, HYMC reinvests \$56 million annually in wages and benefits back into the community.

#### AN EVERYDAY PHILANTHROPIST

Gami said she does not fit most people's idea of what a philanthropist is. “Many people are intimidated by philanthropy and think they can't make a difference because they don't have a lot of money,” she explained. She subscribes to the belief that philanthropy is a combination of time, talent and treasure, and that everyone has the capability to give at least one of these three things. **“I don't have a lot of treasure. I can't give thousands or even hundreds, but I can give something. If we all do that, together we can make things happen.”**

*Gami Miller is a communications specialist at Nicolet College in Rhinelander. In addition to serving her community by supporting the Howard Young Foundation, she is the swimming coach for Lakeland Area Special Olympics, is involved with the Northwoods Wildlife Center, serves on the Community Advisory Board for WXPR radio, and is the fundraising chair for P.E.O. Chapter EO, a philanthropic association for women.*



# Why We Give

## Heroes at heart!



### Doug McCoy, Business Owner

“ I give to provide for future generations, just as Howard Young provided for us. ”

Doug McCoy and his family have lived in the Lakeland area for only six years, but in that time they have come to appreciate the advanced level of healthcare available here. As a successful business owner and entrepreneur, Doug knows the significance of having a strong community hospital available to help drive and sustain the local economy. As a husband and father whose family has needed the hospital's services, he is grateful to have a facility of Howard Young Medical Center's (HYMC) caliber so close to home. "Like most people in the Northwoods, we've come to depend on the hospital to be there for us when we need it," Doug commented. "One does not expect such sophisticated care and technology to be available in such a small, rural town. It makes this an attractive place to establish a business and raise a family."

#### CONTINUING THE LEGACY

Since moving here, Doug has become familiar with the story of Howard Young's philanthropic gift to the community, which established HYMC. "We cannot take his amazing bequest for granted," Doug said. "What would

our local healthcare be like today if he had not planned for it in that way? It's up to us to build upon his legacy for the health of our generation and generations to come." By participating in the "Our Legacy" campaign this past summer, which quadrupled the value of each dollar, Doug appreciated the increased impact his gift would have in bringing additional advanced technology to HYMC and the community.

Doug believes in the power of healthcare philanthropy and said he trusts the Howard Young Foundation to make the most of his family's charitable giving. "By supporting the Foundation, we know our gifts are being used in the best possible way to obtain the kinds of technology, services and physicians that set our community apart."

**Doug McCoy** owns McCoy Group, Inc., headquartered in Dubuque, Iowa. McCoy Group, Inc. is the holding company for several businesses involving transportation and employs 2300+ people nationwide. Their main businesses include Foodliner, Questliner, McCoy Nationalease and Truck Country. Truck Country is the largest Freightliner dealer group in North America, with 21 locations in Iowa, Indiana, Ohio and Wisconsin. Truck Country offers the sale of new medium- and heavy-duty Freightliner and Western Star trucks, all makes of used medium- and heavy-duty trucks, expert service and extensive parts inventory for all makes and models of medium- and heavy-duty trucks. Truck Country has a satellite parts and service location right here in Minocqua.

## Become a Donor

We would be delighted to provide you with information about the annual giving options available to you through Howard Young Foundation. Please stop in and see us at 420 Oneida Street in downtown Minocqua or call our office at 715.439.4005. We would love to meet you.

### 3 WAYS TO GIVE NOW

1. Mail your gift to Howard Young Foundation, P.O. Box 470, Woodruff, WI 54568-0470.
2. Log onto our Web site at [www.howardyoungfoundation.org](http://www.howardyoungfoundation.org).
3. Scan this code with your smart phone.



# How to Give

## You'd be Surprised at How Far \$10 Can Go

Did you know that by supporting the Howard Young Foundation with an annual gift of \$120—just \$10 a month—you can make a huge difference in the quality of our local hospitals? It's true!

### Great things happen when we all pitch in

Annual gifts provide flexible resources that help us meet priority needs as they arise throughout the year at Howard Young Medical Center and Ministry Eagle River Memorial Hospital. Annual gifts need not be large denominations. The impact of 1,000 community members providing support of \$100 a year is the equivalent of a single benefactor making a \$100,000 gift. But, let's aim higher! If each of the 65,000 fulltime residents in the communities our hospitals serve pledged \$10 a month, we would have \$7.8 million a year to invest into our aging facilities, making them the envy of any major metropolitan hospital.

### EVERY GIFT COUNTS

As hospitals around the country struggle to survive because of dwindling Medicare and Medicaid reimbursements, charitable giving is essential to the future of our own not-for-profit hospitals.

Won't you join us in supporting local healthcare at whatever dollar level is comfortable and meaningful to you? It is in the power of many where the greatest impact can be found. No gift is too small when combined with those of your family, friends and neighbors, and you will have the satisfaction of knowing you are part of keeping our healthcare strong and local.

*It is in the power of many where the greatest impact can be found.*

*Thank you for caring enough to give!*

*Thank you to our board of directors for their vision, loyalty and leadership in fulfilling our mission of advancing the health and wellness of all people in the Northwoods.*

## Howard Young Foundation

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# Simple as Writing a Check

## Making a Tax-Wise Gift of Appreciated Assets is Easier than You Think

Chances are you have written out checks to support your favorite charities. But, did you know that making a tax-wise gift of appreciated assets, such as stock or mutual fund shares, to the Howard Young Foundation can be just as easy? Plus, depending on your holding period, you could be eligible to take a charitable deduction for the full market value of the appreciated asset!



### HERE'S HOW SIMPLE IT IS

**STEP 1:** Call the Howard Young Foundation at **715.439.4005** and ask for the instructions to have the assets electronically transferred into the Foundation's account.

**STEP 2:** Share this information with your financial institution and tell them which asset and the number of shares you would like transferred from your brokerage account.

To avoid incurring capital gains tax on the appreciation, it's important to remember that you must transfer the asset to the HYF's account held at Merrill Lynch - The Veldhuizen Kock Group here in Minocqua, rather than selling the stock yourself and then giving the proceeds to the Foundation.

Please contact Foundation President Mike Gibbons at **715.439.4005** if you are interested in learning more about how a gift of appreciated property enables you to touch other people's lives through your philanthropy, while providing you with valuable tax savings.