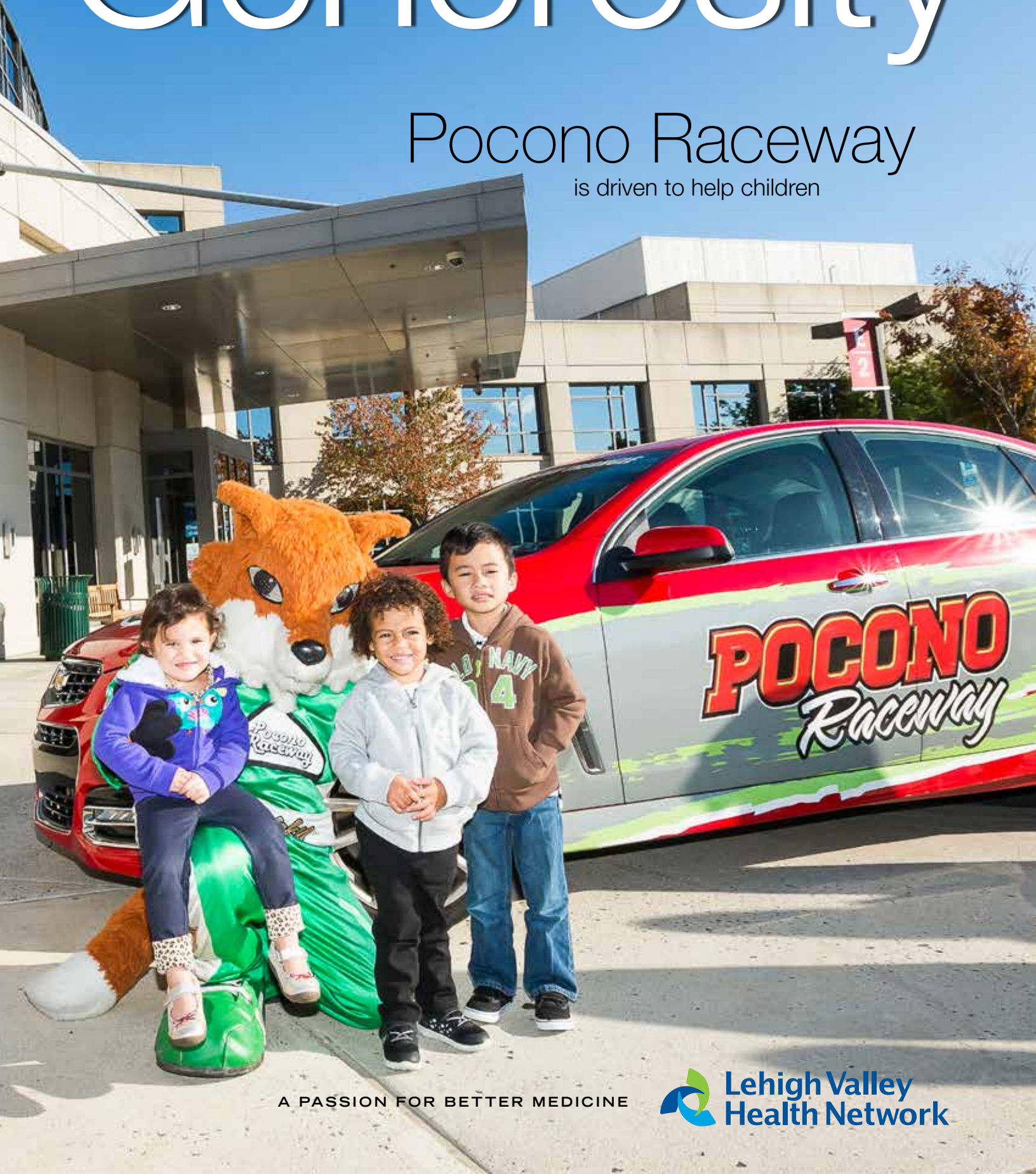


Generosity

SPRING 2016

Pocono Raceway
is driven to help children

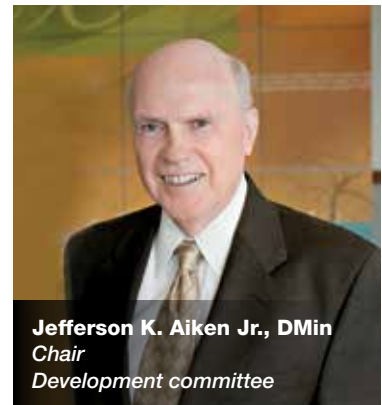


A PASSION FOR BETTER MEDICINE

 **Lehigh Valley
Health Network**

Never Stop Dreaming

Your hopes and aspirations help
LVHN and our community thrive



Jefferson K. Aiken Jr., DMin
*Chair
Development committee*

Last October, more than 1,400 guests attended our 20th annual Nite Lites black-tie gala, “Field of Dreams – Celebrating the Lehigh Valley” (see our recap on pages 16-17). It was a chance to recognize and salute the many organizations, institutions and companies that make the Lehigh Valley great. All of them share at least this much in common: They started with a dream.

We all have hope that something different, something exciting or something better is just around the corner. That’s what dreams are made of. Leonard Parker Pool dreamed of creating a “superior regional hospital” in the Lehigh Valley. Then he took action and created the foundation for today’s Lehigh Valley Health Network (LVHN). In a similar fashion, the people featured in this issue of Generosity are following their own dreams.

The team at Pocono Raceway supports Children’s Hospital at Lehigh Valley Hospital because they want to help children get the best possible health care close to home. Their dream is fueled by a longtime connection to LVHN that began with Pocono Raceway founders Dr. Joseph (Doc) Mattioli and his wife Dr. Rose Mattioli.

Nadia and Jim Kelly also support children through their endowment, Greg’s Gifts of Cheer, which helps make LVHN’s pediatric unit a happier, more welcoming place. It’s the couple’s way of carrying on the dreams of their late son, Greg, who loved to spread cheer wherever he went.

Students and faculty at Northwestern Lehigh Middle School also care deeply about kids in need. Their dream is to make life a little easier for children who are battling cancer. Through a school-wide fundraising project called Pink Out for Pediatrics, they’re helping these children and their families defray expenses related to medical care, lodging and transportation.

While providing financial support is critical to LVHN’s mission, it isn’t the only way to make dreams come true. Take the volunteers who donate their time to comfort patients in Lehigh Valley Hospital–Muhlenberg’s infusion center. Their gentle touch and compassion give hope to patients who may be feeling anxious or overwhelmed.

These generous donors and all the others featured in this issue demonstrate what dreams can accomplish. As Northwestern Lehigh Middle School seventh-grader Tyler Stasko wisely observed, “It’s cool to see the power and change that just a few people can make.” I thank you sincerely for your support, and I encourage you to keep dreaming.

A handwritten signature in blue ink, reading "Jeff K Aiken".

Jefferson K. Aiken Jr., DMin
Chair, development committee



Greg Kelly was a people person.

He made friends everywhere he went, and if he discovered you were going through a difficult time, he got involved. “Greg loved to do lots of simple, unexpected things to cheer

people up,” says his mom, Nadia. “He brought people flowers, decorative wreaths that I made, and just about anything else he thought might brighten their day.”

Even after he was diagnosed with a rare cancer (desmoplastic small round cell tumor or DSRCT) at age 19, Greg still focused on other people’s needs. During his frequent hospitalizations, doctors often asked him to visit children newly diagnosed with cancer to help lift their spirits. He always said yes. “Despite struggling with his own significant challenges, Greg somehow found the strength to help the other kids,” says his dad, Jim. “The warrior in him refused to give up.”

As Greg’s health deteriorated in the spring of 1998, he still hoped to attend a cancer march scheduled for that fall in Washington, D.C. Although Greg died that August, a train car full of Lehigh Valley-area children with cancer did travel to the event, along with three busloads of adults. The march took place the weekend of Sept. 25 – what would have been Greg’s 24th birthday. “Greg may not have been in Washington with us, but he was still our leader in spirit,” Jim says.

To honor Greg’s spirit, the Kelly family (which includes Greg’s older brother, Matthew and younger sister, Jessica) established a memorial golf tournament. “So many generous people supported the tournament, and we can’t thank them enough,” Nadia says. The funds raised now have been turned into an endowment – “Greg’s Gifts of Cheer.” The endowment helps make the pediatric unit at Children’s Hospital at Lehigh Valley Hospital a happier place through arts and crafts supplies, computer and video games, and entertainment such as “circus days.”

“Some of our children remain hospitalized for long periods of time,” says certified child-life specialist Vanessa Gramm-Mackey. “Thanks to Greg’s Gifts of Cheer, we are able to provide special activities and a friendly, relaxing environment to help children forget they are in the hospital.”

Helping young patients smile and have fun is a fitting tribute to Greg’s life. “He had a knack with kids, and they just loved to play with him,” Nadia says. “He had a twinkle in his eyes that never went dim.”

Jim and Nadia Kelly

Honoring a son who loved to spread cheer





Pink Out for Pediatrics

Northwestern Lehigh Middle School helps kids with cancer

"It's cool to see the power and change that just a few people can make."

*Tyler Stasko
Seventh Grade*

Last fall, a bright pink glow radiated from the students and faculty at New Tripoli's Northwestern Lehigh Middle School (NWLMS). It was a reflection of a school-wide project called Pink Out for Pediatrics, which raised funds for the Lehigh Valley Hospital Pediatric Cancer Family Support Fund. The fund provides financial assistance to cover medical costs associated with childhood cancer treatments. It also helps out-of-the-area families pay for lodging and transportation.

Students from every grade participated, eager to help other kids

who are struggling. "I wanted all our students to feel part of something locally that could ease someone else's burden," says event organizer Wendy Madouse, an eighth-grade math teacher at NWLMS. As part of the six-week project, students learned about cancer and how it touches so many.

"We asked the kids to raise their hands if they – or someone close to them – had been affected by cancer. Ninety percent of every class put their hands up," Madouse says.

For eighth-grader Cody Wieder, the realities of fighting cancer inspired him



to participate. “This was very important to me, because a few years ago my mother had breast cancer”, he says. “I saw what she went through, and I can’t imagine a child going through that.”

The project inspired a variety of fundraising activities, including a friendly competition among teachers who agreed to have their hair or beard shaved off. Other teachers had their hair dyed pink. Students got in on the hair craze when stylists from a local hair salon donated their time to weave in neon pink hair braids for those who purchased the colorful strands.

Lunch served by tuxedo-clad physical fitness teacher Michael Krause was awarded to students who raised the most money. “It was very funny and entertaining,” eighth-grader Mac Hess says.

The project culminated with a celebration that rewarded students who raised at least \$5 in pledges. They participated in several fun activities and were treated to a concert by local band ALAKAZAM (who donated its performance). The students cheered when they learned they exceeded their goal by more than

\$2,000 – including community support, a total of \$17,076 was raised. “I got goose bumps,” eighth-grader Macy Snyder says. “I couldn’t believe we raised this much and how much it will help those kids and their families.”

Madouse says the next Pink Out for Pediatrics will take place in four years, allowing an entirely new group of students to participate. “I will help organize one more Pink Out before I retire, but how are we going to top this?” she says.

Perfect Pediatric Partnership

Pocono Raceway's 50/50 raffle supports children's care at LVHN

Great partners help one another and make each other better. This is true of the long-standing partnership between Pocono Raceway and Lehigh Valley Health Network (LVHN).

The organizations' latest collaboration occurred during two NASCAR Sprint Cup Series events at Pocono Raceway last summer. LVHN coordinated the 150-plus volunteers who manned the 50/50 raffle held at these events. The result: a generous donation in support of Children's Hospital at Lehigh Valley Hospital.

Meet three members of the partnership and one lucky raffle winner.

Brandon Igdalsky, Pocono Raceway president and chief executive officer (opposite page, second from left)

"In 2014, we held a 50/50 ticket raffle during our races to benefit the NASCAR Foundation. In 2015, we asked LVHN if it wanted to participate. Because children play an important role in what we do, supporting Children's Hospital at Lehigh Valley Hospital was a logical next step."

Igdalsky experienced the benefits of a nearby children's hospital when his twin daughters were born prematurely. They received specialized care in LVHN's neonatal intensive care unit (NICU) for one month. Today, they're healthy 11-year-old girls.

Nick Igdalsky, Pocono Raceway chief operating officer (far right)

"Our raceway has a long partnership with LVHN that started with Bobby Allison (the NASCAR legend who received lifesaving care at LVHN following a 1988 crash at Pocono). Our family does too. My kids were born there, and one of them received care in the NICU."

Pocono Raceway continues a tradition of giving started by the Igdalskys' grandparents, Pocono Raceway founders Dr. Joseph (Doc) Mattioli and his wife Dr. Rose Mattioli. LVHN's Mattioli Trauma Center was named in their honor following a generous donation in support of trauma services, education and research.

Nathan Hagstrom, MD, chair, LVHN department of pediatrics (left)

"The number of children we serve is growing significantly. Our goal is to offer them specialized care close to home. Raffle proceeds will support special projects and our child-life program, which helps children cope emotionally while they're in the hospital."

One special project is the new Children's Surgery Center on the Lehigh Valley Hospital-Cedar Crest campus. The center provides a family-centered experience for children and parents, and features pediatric surgeons who use minimally invasive, state-of-the-art technology.

Zack Townsend, Pottstown, raffle winner (second from right)

"I looked online for the winning ticket number. When I realized I won, I ran into the living room to tell my father. I couldn't stop staring at the ticket. I never won anything before."

Townsend has no immediate plans for his winnings, but he does plan to return to Pocono Raceway this year. When he does, he and thousands of other race fans can purchase another raffle ticket that will again support quality care at LVHN.

Also pictured: Pocono Raceway mascot Tricky and children from the Children's Early Care and Education Center at LVHN.



SUPPORTING LVHN AGAIN AND AGAIN

Lukens Loyalty Society recognizes
consistent giving

Since the day he first walked in the door as an employee in 1984, Harry Lukens has been all in when it comes to supporting Lehigh Valley Health Network (LVHN). While his employment status recently changed (he retired last December as senior vice president and chief information officer), his commitment to LVHN hasn't.

"When you believe in something like I believe in LVHN, it becomes more than a job," Lukens says. "My wife, Ro, and I believe in giving back for the blessings you receive in life. There's no better way to express that than supporting LVHN's mission."

This ardent network champion now serves as a symbol of consistent giving.

Harry and
Roanne
Lukens



LVHN recently created a society to honor its longtime financial donors and named it after Lukens. The Lukens Loyalty Society recognizes people who have contributed to LVHN for five or more consecutive years. Members receive a commemorative lapel pin, an annual recognition event and invitations to other network events.

One of those members is Nicole Yee, sister-in-law of Susan Yee, longtime member of LVHN's board of trustees. The Yee family has contributed consistently to LVHN for years. Nicole Yee also volunteers her time as a member of the LVHN Children's Hospital Family Advisory Council.

"Since I was a little girl I've had a burning desire to help kids, help shape

future generations," Yee says. "Later on, as an educator and then a mom, this life path became much clearer. I first developed my connection to LVHN through my sister-in-law. But as I've gotten more actively involved, through the doctors, nurses and other amazing people I've met in the network, I found even more ways to contribute. LVHN does more wonderful things for our community than most people realize."

Society members such as Lukens and Yee donate in part because they see the benefits of their generosity on a regular basis. Others, such as 90-year-old Romaine Millheim, simply feel a civic duty. Millheim knows no one at LVHN and has never visited a

health network facility.

"One day I got a letter asking for a contribution, and I decided to do what I could," says Millheim, who has given a few dollars each year for 13 consecutive years. "I've lived all of my life in the Lehigh Valley and Phillipsburg, N.J., areas. I just thought it was the right thing to do to help my community."

Providing that help appears to be a common theme within the Lukens Loyalty Society.

"I'm flattered to have my name attached to this group," Lukens says. "But it really comes down to supporting a place that does great work. The honor for me is just being able to help."

Nicole and Ken Yee



*waiting for HI RES
photo*



Extraordinary Support

The President's Society reception
recognizes philanthropic leadership

Extraordinary generosity deserves extraordinary recognition.

The President's Society honors individuals, organizations and businesses that annually contribute \$10,000 or more to Lehigh Valley Health Network. Cumulative million-dollar lifetime donors receive permanent membership. President's Society members also provide leadership support to advance health network programs, services and areas of greatest need. In recognition of their support, members enjoy a cocktail reception each December at Bethlehem's historic Saucon Valley Country Club.



Jill Wheeler and Timothy Laubach



J. Scott and Gillian Pidcock



Anthony and Jolene Scarcia



John and Jane Malloy

Lehigh Valley Hospital– Muhlenberg Summer Festival

A tradition of family fun



For the 54th consecutive year, thousands of community members flocked to the Lehigh Valley Hospital–Muhlenberg Summer Festival. For many, it was a chance to relive childhood memories and step back in time to an event that's much the same as what families experienced in the 1960s. Fest-goers enjoyed thrilling rides, feasted on classic fair foods and perused the many beautiful handcrafted items for sale. Organized and staffed entirely by volunteers, the festival raised more than \$200,000 to support patient-care programs and services at the hospital. Over the past five decades, this family fun tradition has raised more than \$3 million.

Here are some scenes from the event.



Field of Dreams

Celebrating

the Lehigh Valley

at Nite Lites

Nearly 1,400 guests were transported to a magical dreamscape during “Field of Dreams – Celebrating the Lehigh Valley,” the 20th annual Nite Lites black-tie gala. Held at Coca-Cola Park in Allentown, the event highlighted our region’s abundance, diversity and resilience. From hip new restaurants to world-class arts and recreation ... from stellar educational institutions to industrial icons ... the evening was a chance to celebrate the best of the Valley – a place that thrives because people never stop dreaming.

Here are some scenes from the event, which raised nearly \$1.3 million to support programs and services at Lehigh Valley Health Network (LVHN).

A “The Puck Drops Here” sponsors Constantina Pippis-Nester, DO, and LVHN president and chief executive officer Brian Nester, DO, MBA, FACOEP.

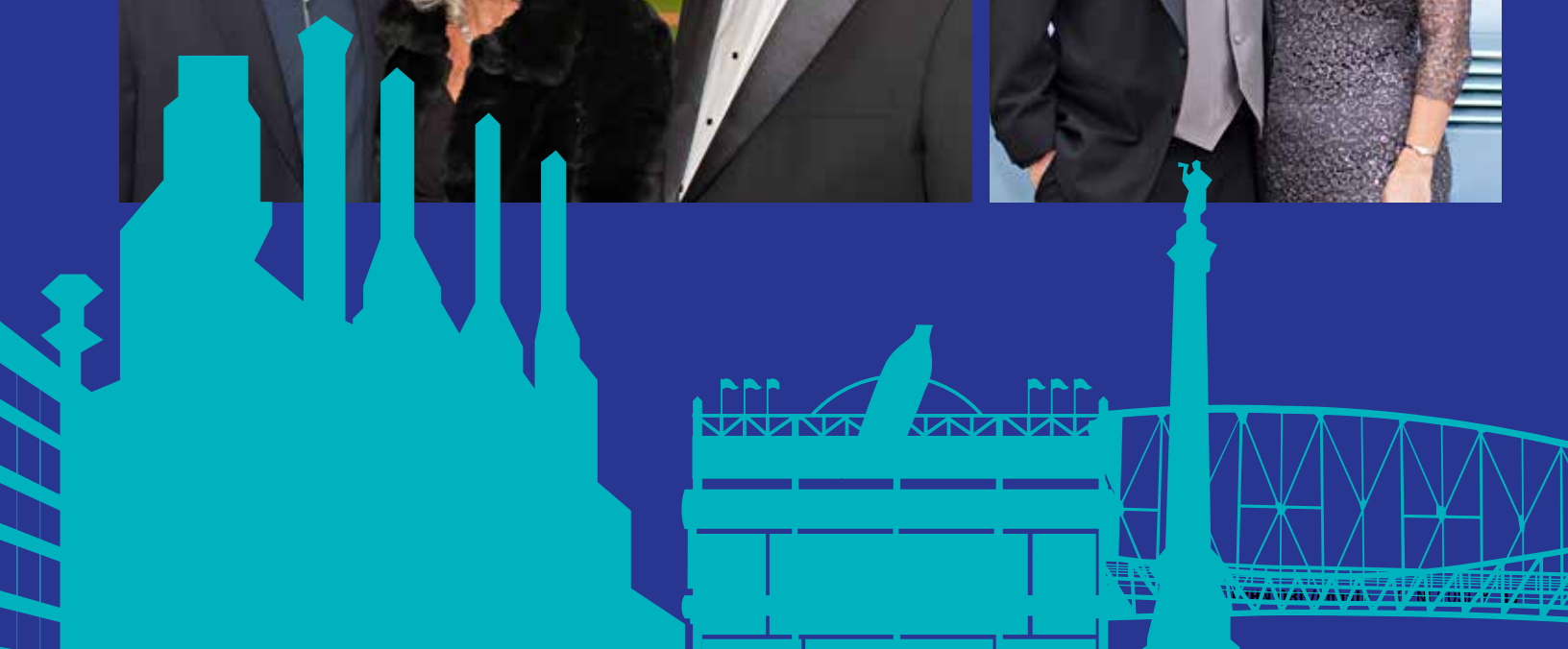
B (R-l): Bruce Silverberg, MD, his son William and his wife, Donna, guests of “Living Here in Allentown, Bethlehem and Easton” sponsor, the physicians of LVPG Cardiology–Cedar Crest and LVPG Cardiology–Muhlenberg.

C (L-r): Tricia and Jim Matsko, Tara and Charles Cornmesser, Christine and Jose Amorim, Al and Kristyn Walters, and Jaime and Sharon Mendes, guests of “Living Here in Allentown, Bethlehem and Easton Sponsor” PenTeleData.

D (L-r): Special guest Mike Schmidt with Mary Pat and Joe Brake, guests of “Get Your Smart On” sponsor Coca-Cola Bottling Company of the Lehigh Valley.

E Don Levick, MD, of the office of the chief medical information officer (CMIO) and enterprise analytics group, and Mary Stahl Levick, MD, sponsors of “The Puck Drops Here.”







They didn't have much growing up in the country near Neffs, but the seven Green sisters had each other, two brothers and a beloved mother, who encouraged them to lean on each other for love and support. Staying close is still important, so the sisters (seated, l-r: Madeline Krawchuk, Ann Loy, Elaine Jones and Diane Schlauch; standing, l-r: Colleen Bleiler, Donna Stahl and Eunice Smith) meet for lunch nearly every month, including during the busy Christmas season. In 2009, after Diane went into remission following gynecologic cancer, their holiday celebration took on added meaning. Instead of exchanging gifts, the sisters began donating to Lehigh Valley Health Network's Gynecology Oncology Research Fund. Since then, three more sisters have survived cancer. "Female cancers need research dollars," Loy says. "We hope our example will inspire others to give too."



Furry Comfort for Sick Kids

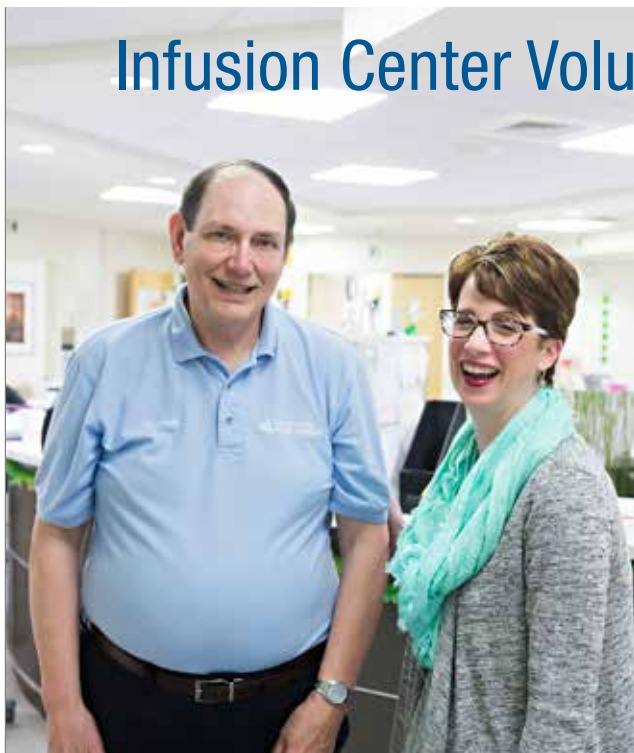
Mary West Senkarik passed away after a long battle with breast cancer. She left behind a legacy as a sweet, soft-spoken artist who was dedicated to her beloved husband, extended family and countless friends. At a memorial dinner organized by several of her friends, those close to Mary honored her legacy by bringing loving gifts of their own. At night's end, more than 100 stuffed animals had been collected for pediatric patients at Children's Hospital at Lehigh Valley Hospital. (Pictured while dropping off the animals are, from left: Cindy Donahue, Martha Dahan, Mary's husband, John Senkarik, Eileen Davis and Mary's mother, Joyce Kubiak.) The furry friends help make the hospital less scary for children, serving as both a comfort and a distraction during long stretches away from home. Tied to each animal is a tag with Mary's name and a portrait she painted of her beloved dog, Coco.

SAVE
THE Date

LVH-Muhlenberg Summer Festival:
Aug. 17-20, 2016

Nite Lites: Oct. 1, 2016

Infusion Center Volunteers Help Patients Cope



Volunteers at Lehigh Valley Hospital–Muhlenberg’s infusion center donate countless hours to bring smiles to patients’ faces. Often these dedicated men and women are the first people patients see when arriving for treatment, and their compassion goes a long way, inspiring staff as well as patients. Richard Hunsicker (left) of Whitehall was the center’s first volunteer, and he continues to donate his time – eight years and counting. “I can never rid a person of their condition,” he says, “but it’s the little things that go a long way, like bringing a blanket to someone who looks cold or simply lending a listening ear.” The center now has 15 volunteers, many of whom have a personal connection to cancer. Patients notice and appreciate this extra level of understanding. “At first I felt very vulnerable going in for treatment, but the volunteers’ compassion helped me to cope,” says cancer survivor Michelle Motsko (right) of Danielsville.




Cheers From Sears

“Family” is what inspired employees at Sears in Whitehall to support pediatric patients at Children’s Hospital at Lehigh Valley Hospital. The store held a one-day fundraising event encouraging customers and staff to sign a gigantic “Get Well” card in exchange for a donation. The card was on display at the hospital throughout the holiday season. “Sears has always been known as a family store,” says store manager William Kocur Jr. “This was a great opportunity to bring our employees and community together for a great cause.” The funds will be used to buy arts and crafts supplies, games and much more for children at the hospital. “It blew us away how it all unfolded,” Kocur says. Certified child-life specialist Vanessa Gramm-Mackey (third from left) is pictured here with the card and Sears employees (l-r): Fred McRae, Kocur, Scaila Luciano, Kim Gulliver and Yalile DiGregorio.

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LEARN MORE:

Contact Debra Khateeb in the
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or debra.khateeb@lvhn.org.

“Instead of passing on choppy waters
to the next generation, we should
endeavor to leave them a calmer sea.”

—NAJIB RAZAK