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# **Moderization Fund Campaign Update**

"The Modernization Fund Campaign, which began in June with the 'Hospital Family' segment, is proceeding extremely well," said Morton I. Silverman, M.D., chairman, Board of Directors, The Allentown Hospital. "We're very proud of the 'Hospital Family' which has already far surpassed its goal of \$630,000. Indeed, over \$900,000 has been pledged to date and the Medical Staff campaign is not yet completed.

The employees registered an astounding show of support for the Modernization Project by pledging 200% of their goal. Aiming for \$75,000, the total was \$156,000. All other groups comprising the in-hospital campaign (Board of Directors, Auxiliary, Junior Aides, Volunteers, Medical and Dental Staff) have each recorded similiar remarkable performances.

The community drive got under way in mid-October. Edward Donley, chairman of the board of Air Products and Chemicals, Inc. and general chairman for the fund drive, announced the campaign leadership.

Alfred E. Douglass III, vice president, Merrill Lynch, Pierce Fenner and Smith, will chair the Leadership Gifts Drive. The Leadership Gifts Drive will include gifts of over \$10,000 from corporations, foundations and individuals.

S.H. Carl Bear, retired chairman of the board of Merchants National Bank, will chair the Special Gifts Division including donations of \$1000 or over.



A \$250,000 pledge from the Auxiliary to the Modernization Fund Campaign is given to Mr. Edward Donley, general chairman for the fund drive, by Auxiliary president Lorraine Fenstermacher. Dr. Morton Silverman, Hospital Board chairman, looks on.

Reverend A. Malcolm Mac-Millan, rector, Church of the Mediator, will chair the Neighborhood Gifts Division. This Division recognizes that there are many citizens who have long been supporters of The Allentown Hospital who want to participate in the campaign drive.

Mr. Douglass and Rev. Mac-Millan are members of The Allentown Hospital Board of Directors. Mr. Bear was Treasurer of the Board until his election to the Honorary Board in June.

#### Charitable Deductions

Important news for donors who use the "short form" to report their Federal income tax . . . The Reagan tax cut bill (H.R. 4242) includes a provision which allows individuals to deduct charitable contributions. This provision will be phased in over the next five years. In 1982 and 1983, individuals may deduct 25 percent of charitable donations up to \$100. In 1984 it is increased to 25 percent of unlimited donations, 50 percent of donations in 1985. and 100 percent of any donation in 1986.



## President's Corner:

#### Thank You

Thank you — thank you one and all. As the Hospital Family division of the Modernization Fund Campaign winds to a close, it is evident by the total dollars pledged that the support of The Allentown Hospital is stronger than ever.

The Board of Directors, Auxiliary, Junior Aides, Volunteers, Medical and Dental Staff and School of Nursing Alumnae Association all surpassed their goals. It is noteworthy that the employees more than doubled their goal of \$75,000 by pledging nearly \$156,000.

The community campaign, which has three divisions, is now underway. The foundation laid by the pledges of the Hospital Family should carry great influence as the campaign volunteers visit prospective donors. In essence, we expect very favorable participation from the community's corporations and interested citizens.

Thank you.

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BUZZING RIGHT ALONG... The PEST took time out from a hectic schedule of appearances in the Hospital to be photographed with Harvey M. Yorke, senior vice president and Walter J. Dex, M.D., chairman of the Cost Containment Committee. The P.E.S.T. (Progress Eighties Savings Techniques) has received over 100 suggestions from employees on ways to reduce costs and improve procedures in areas throughout the Hospital. During the month of September, each employee who submitted an idea received a free meal coupon for the cafeteria as a special bonus. The ideas are logged in the Personnel Department and forwarded to the vice president and/or department manager whose area is involved for analysis. A panel of judges will investigate each suggestion and award cash prizes to the employees whose ideas are implemented. Forms for the P.E.S.T. program may be picked up in the Personnel Department. Thank you, employees, for making the P.E.S.T. program a real success.



## Over 200 Attend Berman Radiation Therapy Center Dedication

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Over 200 community leaders, Hospital supporters and friends attended the festivities which marked the dedication of the Philip and Muriel Berman Radiation Therapy Center on Thursday evening, September 10. The Bermans graciously donated \$500,000 to support the purchase of the sophisticated cancer treatment equipment and facilities.

The program in the Hospital auditorium featured Robert L. Goodman, M.D., chairman of the University of Pennsylvania School of Medicine's department of radiation therapy. Dr. Goodman, who spoke to a standing room only audience discussed the benefits and uses of the 20 MeV linear accelerator located in the new Berman Radiation Therapy Center, the only one of its kind in the Lehigh Valley.

A bronze plaque honoring the Bermans for their generosity and community support was unveiled by Morton I. Silverman, M.D., chairman, Board of Directors. The plaque now hangs outside the Center on the first floor of the Hospital.

Tours followed the dedication ceremony and guests enjoyed a dessert buffet in the Hospital dining room.



Nathaniel Silon, M.D., director, Radiation Oncology Division of the Department of Radiology (left), Philip I. Berman, Muriel M. Berman and Morton I.Silverman, M.D., chairman, Board of Directors, The Allentown Hospital, are pictured at the new 20 MeV linear accelerator.



Morton I. Silverman, M.D., congratuates Philip I. Berman (right) and Muriel M. Berman after he unveiled a bronze plaque which hangs outside the Berman Radiation Therapy Center located on the first floor of the Hospital.

#### In Memoriam

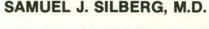


#### FREDERICK KALMBACH, JR.

The Allentown Hospital mourns the death of Frederick Kalmbach, Jr., who was an Honorary member of The Allentown Hospital Board of Directors. He joined the Board in 1963 and served until 1974, when he was elected an honorary member. Mr. Kalmbach, 70 years old, was president of General Machine Corp., Inc., Emmaus (1946-1968) and its subsidiary, Electric Furnace-Man, Inc., as well as Emmaus Foundry and Machine Co., Inc., (1953-1968).

A well-known civic leader, he also was director of the Allentown Chamber of Commerce in 1954 and later was president of Emmaus Area Chamber of Commerce for 10 years. He was also a trustee and director of the Allentown Art Museum in the 1960's.

Surviving with his wife Kathryn (Hoose) Kalmbach, are a son, Curtis, of Burt, N.Y.; a daughter, Jean, of Lakeland, Fla., and five grandchildren.





On August 5, 1981, The Allentown Hospital lost a distinguished member of its Medical Staff — Samuel J. Silberg, M.D. Dr. Silberg, who was 56 years old, was chief of the Division of Urology and had been an active staff member since 1955.

He was instrumental in the initiation and development of the Urodynamics Laboratory which has been named in his honor. A Memorial Fund has been established in his name, which will be used to upgrade the equipment and facilities for the Urodynamics Laboratory.

In 1981, Dr. Silberg was co-chairman of the medical division of the United Way Campaign and had served on the Board of Trustees at the Baum School of Art. He was also director of the American Cancer Society, Lehigh County Unit.

Born in Allentown, he was the son of the late Walter R. and Elsie Blecker Silberg. He was the husband of Serita (Ruttenberg) Silberg. He was a captain in the U.S. Army in 1954.

Surviving with his wife, Serita, are two daughters, Mrs. Fred Fraenkel of Morristown, N.J. and Nancy T. of Allentown; a son, Richard W.; and a brother, Hillel, both of Allentown.

## **Junior Aides**

The annual Poinsettia Sale is being organized by the Junior Aides of The Allentown Hospital. Again this year, orders will be taken until November 20, 1981, with delivery at the Hospital on December 11, 1981. The red and white plants have between five and eight blooms and cost \$6.50 each. A wonderful gift . . . and an easy way to decorate for the holidays . . .

"Christmas in the City," this year's theme for the annual charity Sno-Ball sponsored by the Junior Aides, will be held on Friday, December 18, 1981 at the new Allentown Hilton. Tickets are \$50 per couple. All proceeds benefit the Pediatrics Department. Call Sara Heintzelman at 432-4637 for reservations.

## Auxiliary

The annual Italian Night dinner will be November 12, 1981 in the Hospital dining room. Auxilians will serve the spaghetti dinner in two seatings — 6:30 p.m. and 8:15 p.m. The red and white checkered tablecloths and flickering candles give the cafeteria a festive atmosphere. A combo, composed of Hospital employees, will perform throughout the evening. Tickets may be purchased for \$6.00 in the Gift Shop.

Also that evening is a 30 gift raffle with a variety of items — from trips to handmade gifts. Tickets are \$1.00 each, six tickets for \$5.00, and may be purchased at the Gift Shop or from any Auxiliary member and outside the cafeteria once each week.

# N.I.C.U. is Happy Experience



This happy mob scene gathered to wish a fond farewell to Kellie, Chad and Kristie Krause. The triplets were born prematurely to Mary Jo, and her husband Rick, on July 23. Weighing about 3 pounds each at birth, the triplets were watched over in the new Neonatal Intensive Care Unit by Edward Denny, M.D., (standing left) and Judy Gibbs, M.D., C.M. (right). Larry Glazerman, M.D., the attending obstetrician, looks on.

## Nursing Alumnae Association

The second meeting of the Alumnae Association of the School of Nursing was held on Monday, October 5, with Judith A.H. Gibbs, M.D., C.M., Director of the Neonatal Intensive Care Unit, as the speaker. The upcoming Association meetings are scheduled for Monday, November 2 and Monday, December 7.

This year's Alumnae Association officers are: president, Barbara Henry; first vice president, Doris Miraldo; second vice president, Anna Rolling; recording secretary, Elizabeth Van Hoevenberg; financial secretary, Mary Lou Duggan and treasurer, Annabelle Dittbrenner. The members of the Board of Directors are Sara Diefenderfer, Ruth Esser, June Pansing, Dorcas Yeakel, and Dolores Appel, who is past president.

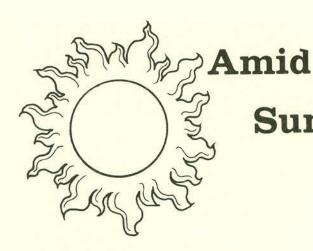
The School of Nursing seal "stickettes" are now available in the Alcove Gift Shop or at the Alumnae meetings. The seals are a great way to show your correspondents that you are a part of the Hospital team.

## Nutrition Support Service

The number of nutritional consultations at The Allentown Hospital has increased by 50% as a result of the Nutrition Support Service's effort to prevent, diagnose and treat nutritional disorders arising from protein calorie malnutrition. The only one of its kind in the Lehigh Valley, the program hopes to begin team rounds of the patient population at The Allentown Hospital.

Along with its consulting services, the Nutrition Support Service is also involved with continuing education. Co-sponsored by the Allentown and Sacred Heart Hospital Center and The Allentown Hospital, this two-year program also presents formal and informal lectures which outline recent advances in nutritional support. A fall series of lectures, case presentations and the conception of a journal club is also being explored.

Full time members of the team include Dr. Joseph Candio, Dr. Larry Feldman, Judy Holaska, R.D., Marlene Keck, R.N., and Bonnie Wrinkler, secretary. Chris Roth, R. Ph., serves the team on a part-time basis. Dr. Joseph J. Prorok is the director of the surveillance team.



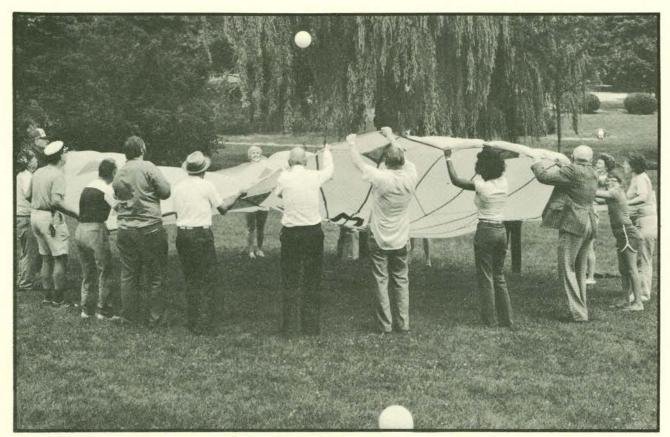
# Summer Sunshine Hospital Sizzled with Activities



School of Medical Technology

Graduation ceremonies for the eight students of The Allentown Hospital School of Medical Technology Class of 1981 were held in the Hospital auditorium. Members of the 42nd graduating class received certificates for successfully completing 51 weeks of training. Pictured above are: (front row, left to right): Carla J. Reddy, Zoe Ann Heinsohn, Lauri H. Haberacker and Amy Boccella. From left to right in the top row are: Brenda M. Zeiner, Robert D. Silberg, Leisa D. Arcuri, and Debra A. Kline.

Two awards were presented during the ceremony. Miss Reddy was presented the Outstanding Student Award for best all-around performance during the program. Miss Arcuri received the award for the highest academic performance during both the lecture and laboratory segments of the year.

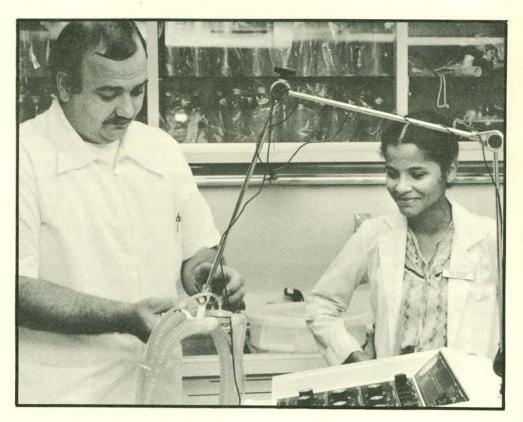


Annual Aftercare Picnic Successful... The annual Aftercare picnic was held in the Allentown Rose Gardens. Over 100 people turned out for an afternoon full of fun with plenty of food and refreshments. The group played several games throughout the afternoon.

Medical Orientation Program for Hispanic Students... An eight-week medical orientation program this summer at The Allentown Hospital introduced seven Hispanic youths to health care careers. It was cosponsored by the Hispanic American Organization and the Lehigh Valley Manpower program.

The program curriculum, involving three lecture hours and four onsite observation hours, was developed by Ruth Haines, R.N., and Charlotte Cruse, R.N., Inservice Education department. The participants' day included academic instruction and career counseling in the morning and clinical experience and observation in the afternoon. Each Hospital department was asked to present a one-hour lecture. The on-site departments were Radiology, Laboratory, Physical Therapy, Respiratory Therapy, Nursing, Medical Records, Play Therapy/Pediatrics, and Occupational Therapy.

In the photo, right, John DelVillaggio, chief respiratory therapist, introduces Maria Rodriquez to the equipment in his area.



# Thank You,

# McDonald's Day!



Ronald McDonald visited the Hospital's Pediatric Center the day before the Hospital received half of the proceeds from sales at the new McDonald's located at 15th & Tilghman Streets during opening week festivities.

Allentonian Keith Wellington, 13, smiles as Ronald McDonald reminds the youngster to be a good patient and have fun with the reusable coloring board the popular celebrity distributed to the children on pediatrics.

The new McDonald's on 15th & Tilghman Streets was the place to be seen on Saturday, August 15 if you are a supporter of The Allentown Hospital. Fifty percent of the sales from 11:00 a.m. to 7:00 p.m. were donated to the Hospital that day during the opening week celebration. Mr. Harold G. Fulmer III, president, H.G.F. Group, and Darryl R. Lippman and his family cut the

ribbon to the sound of the active cash registers. Hospital volunteers, including Mr. and Mrs. William Follweiler, collected donations at the entrance to the Burger Bounce, and watched over the jumping youngsters. When the day was over, \$1,700 was realized. More employees turned out at the Stoners-Detroit Express soccer game the next evening to be heard and seen during halftime and

the check presentations.

Surprises did abound that weekend — Mrs. Follweiler turned out to be Mr. Fulmer's kindergarten teacher; Ronald McDonald is a real person; and the Hospital Family and friends recognized each other out of uniform! It was great fun and a good show of appreciation to the Fulmers and the Fulmer Foundation.

# Circus Comes

## to Pediatrics



The Second Annual Circus Day was held in the Pediatrics Center. Approximately 50 children, including some from area nursery schools and day care centers, attended the event.

Carol Ann Yurasits, recreational therapist, with the help of student nurses and volunteers, organized the day's activities.

The purpose of Circus Day is to provide a positive, non-threatening atmosphere for children to learn all about being in the hospital. Pediatrics was decorated with circus articles including colorful balloons, streamers and Ringling Brothers and Barnum and Bailey posters.

Carol Ann was dressed as a ringmaster and several student nurses donned Mickey Mouse, Snoopy and clown costumes.

The children played various games that acquainted them with common hospital equipment such as oxygen masks, hospital gowns, stethescopes and tongue depressors.









Houshang G. Hamadani, M.D., D. Psych., P.C., a member of the active staff, Department of Psychiatry at The Allentown Hospital has been reappointed Visiting Professor of Psychiatry in the Associated Faculty of the School of Medicine at the University of Pennsylvania, Philadelphia.

Peg Parry, R.N., C.E.N., lectured on toxicology at Allentown College of St. Francis de Sales in cooperation with the Emergency Department Nurses Association and the Emergency Services Council in the continuing education program for emergency department nurses.

Christine A. Messina, Director of Public Relations, was recently elected to the Board of Directors of the Lehigh Valley Chapter of the American Diabetes Association. The chapter, which covers Lehigh and Northampton counties, provides informational and educational programs for diabetics in the area and raises money to support these efforts as well as for diabetes research and camps for diabetic children.

Diane Halstead-McFarland, Ph.D.,
Director of Microbiology and Immunology, Department of Pathology,
was a member of the faculty for a
symposium entitled, "Management
in Today's Laboratory: A Comprehensive Update" which was held at
the Allentown Hilton September 24
and 25. The session was sponsored
by the Lehigh Valley Association for
Clinical Microbiology and Immunology. Dr. Halstead served as
Program Chairperson for the seminar.

Stasia Kozuch, M.S., Clinical Chemist, was recently certified by the National Registry in Clinical Chemistry.

The annual Allentown Hospital Registered Nurse Refresher Course began on September 8, 1981. The 16-week program is designed to reacclimate nurses to the health

care community through lectures and 96 clinical hours of patient care on a medical/surgical unit. The course is approved by the Pennsylvania Nurses Association for 3.5 continuing education units.

A seven-week course designed to teach Intensive Care Unit techniques began on September 21. The nine participants attend classes on Tuesdays and Thursdays. The classes are taught by Mrs. Ruth Haines, Inservice Coordinator, Dolly Kramlich, R.N., ICU, and Lynn Cloak, R.N., ICU. Pennsylvania law requires that nurses working in an ICU or CCU must have a certificate in order to work in either unit. The course is approved by the PNA for 7.4 continuing education units.

Florence Kritis, an Allentown Hospital volunteer, was named as one of seven people to be honored at the Allentown Human Relations Commission Awards Dinner on October 22 for her volunteer service to the Hospital and to Allentown State Hospital. She spends about four days a week at the hospitals.

The Junior Aides had a Craft Night at their Thursday, November 5 meeting in the School of Nursing Auditorium beginning at 7:45 p.m. All willing hands are welcomed to help make Christmas ornaments for Pediatrics.

The Inservice Education Department has various brochures for seminars and workshops in nursing, management skills and communications that are being offered around the country. In addition, local college catalogues are available for those who wish to obtain information on continuing education programs. Call the Inservice Department at extension 2430 or stop by the office, room 2203 anytime between 0630 and 1600. Anyone receiving brochures regarding conferences, workshops and seminars is asked to forward them to the

Inservice Department to be put in their files.

Two Austrian friends of Mrs. Wilma Gibiser, Nurses Aide, W-6, toured the Hospital in July. The women, Mary Ann Neubauer and Roswitha Loesch, are nurses on a medical/surgical floor in a hospital in Austria. They were "very impressed with the advanced technology available here," according to Mrs. Gibiser. Janet Dib, R.N., evening supervisor, conducted the tour and Mrs. Gibiser served as interpreter.



## Nursing School Open House

This fall The Allentown Hospital's School of Nursing welcomed the largest freshman class in 10 years. Ninety-four women and men entered the School of Nursing's 33-month program.

Half of this year's freshmen are older than traditional high school graduates. Their entrance requirements included taking the Scholastic Aptitude Test and the Psychology Corporation Entrance Examination for Schools of Nursing.

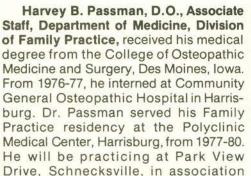
The academic courses will be at Muhlenberg College and the clinical experience will take place at The Allentown Hospital, as well as several nearby hospitals and nursing homes.

Students, parents and guidance counselors had the opportunity to tour both the school and the Hospital at the Annual Open House on October 22. During that time, various class exhibits were displayed in the auditorium outlining the different required courses.

# **New Staff Members**



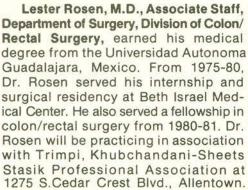
Michael F. Busch, M.D., Associate Staff, Department of Surgery, Division of Orthopedics, earned his medical degree from Temple University in 1976. Dr. Busch served his internship in 1977 at Temple University. From 1977-81, he served a residency in orthopedics at the Hospital for Joint Diseases in New York. Dr. Busch's practice will be in association with Charles Levine, M.D. at 421 Chew Street, Allentown.







Vilas K. Deshpande, M.D., Associate Staff, Department of Pediatrics, received his medical degree from Grant Medical College, Bombay, India. He served his internship at the J.J. Group of Teaching Hospitals, also in Bombay. Dr. Deshpande served his pediatric residency at Albany Medical Center and Berkshire Medical Center, Pittsfield, MA. He will be practicing with Dr. Leon N. Branton, John E. Kenvin, and Jere P. Smith, at 811 N. 19th Street, Allentown.







Jose R. Garcia, M.D., Associate Staff, Department of Medicine, obtained his medical degree from Jefferson Medical College in 1978. He served his internship and medical residency from 1978-81 at The Allentown Hospital, Dr. Garcia will be working out of the office of Mario Candal, M.D., at 421 Chew Street. Allentown.

Paul A. Schwarzbach, Jr., D.D.S., Associate Staff, Department of Dentistry, earned his dental degree from Temple University in 1980. He served his dental internship at The Allentown Hospital in 1981. Dr. Schwarzbach will be practicing at 1444 Main Street, Bethlehem.





Mark Grim, D.M.D., Associate Staff, Department of Dentistry, Section of Oral Surgery, earned his dental degree from Fairleigh Dickinson University in 1978. From 1978-81, he served his internship and residency in Oral and Maxillofacial Surgery. Dr. Grim will be practicing at 1251 S. Cedar Crest Blvd. in association with Domenic J. Vettese. D.D.S. and Nicholas O. Prusack, D.D.S.

Mark. P. Shampain, M.D., Associate Staff, Department of Medicine and Department of Pediatrics, obtained his medical degree from Boston University in 1972. He served his internship and residency in Pediatrics at Upstate Medical Center, Syracuse, N.Y. from 1973-75. From 1978-81, Dr. Shampain completed a fellowship in Pediatric Allergy and Clinical Immunology at the National Jewish Hospital National Asthma Center, Denver. Dr. Shampain, who is board certified in pediatrics, practices at 3131 College Heights Blvd., Allentown.



Jeffrey Haberern, D.O., Courtesy Staff, Department of Medicine, received his medical degree from Philadelphia College of Osteopathic Medicine in 1979. From 1979-80, Dr. Haberern served his internship at Allentown Osteopathic Hospital. Dr. Haberern's practice will be in association with Fred Dry, M.D. at 739 Harrison, Emmaus.

Ronald D. Springel, M.D., Associate Staff, Department of Community Medicine, earned his medical degree in 1978 from Jefferson Medical College. In 1979, he served his internship at The Allentown Hospital. Dr. Springel served his surgical residency at the Allentown and Sacred Heart Hospital Center from 1979-80. He will be working in The Allentown Hospital Emergency Center.



#### CONTRIBUTIONS TO THE ALLENTOWN HOSPITAL

The Allentown Hospital acknowledges with deep appreciation the following contributions:

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#### **Memorial Contributions**

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In memory of Dr. David Davis
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