

CheckUp

October 23, 1992
Vol. 5, No. 13

3,500 Get Free Apothecary Flu Shots

More than 3,500 senior citizens in four municipalities recently received free flu immunizations in a first-year program organized by Spectrum Apothecary.

The pharmacy, one of the taxpaying elements of Lehigh Valley Health Services division, organized the event to assist communities where no free immunizations are available.

Christopher M. Rock, group manager of specialty services for Lehigh Valley Health Services, says the enormously successful first-time event had a goal of disease prevention. "If just one person is kept out of the hospital," he explains, "it will have paid for itself."

Rock says the community health effort had the assistance of employees in Spectrum Administrators, Lehigh Valley Home Care, Lehigh Valley Hospice

and the Helwig Diabetes Center. He also offered special thanks to a number of hospital nurses who volunteered their own time to administer the vaccinations. "They all deserve commendation," he says.

There was also applause for the network of senior citizen organizations, through which announcements of the program were made, and for the "splendid cooperation" of the municipalities who hosted the program.

Day-long walk-in sessions were held in Whitehall Twp., Macungie, Walnutport and Salisbury Twp., and the only eligibility for recipients was that they had to be over 50 years of age.

Rock says the four sites were chosen because residents of those communities could not take advantage of the free flu shots offered by the Allentown Health Bureau, which limits participants to city residents.

At each site, lines were long and several nurses were constantly busy administering the vaccinations.

"We found that about half of those who came did not routinely receive flu shots," Rock says. "And we had a great time at each of the four sites. We plan to do it again next year, bigger and better."



Bernadette Krajcirik, RN, QA coordinator, Spectrum Apothecary, gives one of several hundred senior citizens in Macungie a flu shot at the community's municipal building. Volunteer nurses from Lehigh Valley Hospital staffed a series of clinics providing vaccine donated by Spectrum Apothecary.

Hospital Shots Continue

Hospital employees who haven't had a chance to get a flu shot from Employee Health still have time. Cost of the vaccine is \$3, payable at time of immunization, and the department offers walk-in service at both Cedar Crest & I-78 and 17th & Chew.

The schedule at Cedar Crest & I-78:

Oct. 27	1:30 p.m. - 3:30 p.m.
Oct. 28	7:30 a.m. - 9 a.m.
Oct. 29	7:30 a.m. - 9:30 a.m.

The schedule at 17th & Chew

Oct. 23	1 p.m. - 3 p.m.
Oct. 27	1:30 p.m. - 3:30 p.m.
Oct. 28	7:30 a.m. - 10 a.m.
Oct. 30	1 p.m. - 3 p.m.



This is what all those cans collected around the hospital are for: a portable house in which school children throughout the area can learn about fire safety. It's a deceptively exotic building, with "hot" doors, "smoke" and escape drills.



Dan Dillard, director of the Burn Prevention Foundation and Allentown Fire Chief David Novasat present a down payment check for the fire safety house.

Can Drive Takes Big Step With Down Payment

With 524,740 cans in the bag, employees of Lehigh Valley Hospital have been joined by a number of other organizations in the quest to use recycling to pay for a unique fire safety teaching tool for area children. The can drive, coordinated

by the Burn Prevention Foundation in conjunction with Allentown School District and the Allentown Board of Health, is getting close to its goal of buying the "house" — perhaps as soon as

Continued on Page 3

Hospice Announces Memorial Services

Lehigh Valley Hospice will hold its annual memorial services in November in conjunction with National Hospice Month. One of the most moving events of the year, the names of patients who died within the past 12 months are read during this service.

Friends and family members are invited to come to the services, which will be followed by a reception to give families, friends, hospital staff and hospice volunteers a time to reconnect.

Those who wish to attend should RSVP to the Rev. Anne G. Huey, Hospice chaplain, or Lenore Urban, Volunteer Services Coordinator, at ext. 7400.

Lehigh Valley Hospice offers in-home healthcare assistance and support for terminally ill patients and their families.

The schedule of services:

- **Lehigh County**
Nov. 1 at 2 p.m.
Nativity Lutheran Church
4004 Tilghman St.
Allentown
- **Carbon County**
Nov. 8 at 2 p.m.
First Presbyterian Church
304 Mahoning St.
Lehighton
- **Northampton County**
Nov. 15 at 2 p.m.
Good Shepherd Lutheran Church
2115 Washington Blvd.
Easton
- **Monroe County**
Nov. 22 at 2 p.m.
East Stroudsburg United Methodist Church
83 S. Courtland St.
East Stroudsburg

CheckUp is a biweekly employee publication of Lehigh Valley Hospital, Public Relations, 1243 S. Cedar Crest Blvd., Allentown PA 18103. Interoffice mail submissions should be addressed to 1243SCC-PR. For additional information, call ext. 3007.

Lehigh Valley Hospital is an equal opportunity employer.

M/F/D/V

Governor's Wife To Visit Prenatal Programs

Ellen Casey, wife of Gov. Robert Casey, will visit 17th & Chew on Nov. 5 to get a first hand look at two prenatal programs of Lehigh Valley Hospital.

Also on the tour will be Bob Haigh, director of the Office of Policy, Evaluation and Development for the Department of Public Welfare, and Christine Weaver, director of the A Better Start Program. Haigh oversees the Healthy Beginnings Plus program for the commonwealth.

Mrs. Casey has a strong interest in prenatal care, particularly for the disadvantaged, and plans to visit the hospital's obstetrics clinic and the Sixth Street Shelter before chatting with women who participated in the A Better Start Program.

Afterward, she plans lunch with the trustees of the Dorothy Rider Pool Health Care Trust.

The *Recreation Committee* will hold its annual *Holiday Bazaar* at Cedar Crest & I-78, main lobby, on Thursday, Nov. 12, from 6 to 8:30 p.m. and Friday, Nov. 13, from 7:30 a.m. to 3 p.m. All items are handcrafted by employees, and door prizes are to be awarded.

Security asks that employees assigned to the *Fairgrounds track parking area* at 17th & Chew park on the track itself and not on the infield area.

In an effort to *maintain cleanliness*, Food Service asks patrons at the cafeterias to refrain from putting their feet on chairs.

Sunday is the *deadline for applications submissions* to scholarship drawings for Nursing. Five \$1,000 scholarships will be awarded by random drawing during the Medallion Lectures on Nov. 3 for educational programs leading to associate, baccalaureate and master's degrees in nursing. Applications and eligibility details may be obtained from Nursing Administration, and should be sent to Louise Drexinger, RN, manager, 4C or Molly Sebastian, RN, manager, TOHU.

The *Alzheimer's Support Group*, which meets on the fourth Friday of each month, will hear a presentation on Oct. 23 by Pamela Hovatter of the Alzheimer's Association, Philadelphia Chapter, and will host a round table discussion on Friday, Nov. 20. For details about the group, contact Patty Brill, LSW, Ambulatory Geriatric Evaluation Service, ext. 9890.

A campaign to benefit the American Red Cross,

organized by the Community Giving Committee in response to *Hurricane Andrew*, gathered a total of \$263.49. The funds, basically collected at cafeteria cash registers, were given to the Red Cross.

With the annual Community Giving drive to *support United Way* over, it's time to anticipate who might be going to *Cancun, Mexico* or win other major prizes that were campaign incentives. The actual drawing will be held next Friday, and shortly thereafter some lucky employee will get the happy news about a vacation while others will be asked to attend a special awards program.

Don't forget to *turn your clocks back* an hour Sunday morning, when standard time returns. Hospital clocks make the switch at 2 a.m., which will *add an hour to the shift* of non-exempt employees on duty at the time. John Welsh, payroll manager, Finance, says that if that creates overtime, the difference will be paid at an overtime rate. Questions should be directed to Welsh at ext. 9439. Exempt employees get their reward in the spring when daylight savings time trims an hour from their work week.

Speak a *foreign language*? No matter what language it is, your knowledge can be vital for non-English speaking patients. If you'd like to be a *volunteer translator*, contact Patient Representative office at ext. 8222. Needed is your name, department, available hours, phone extension, and, of course, the language, no matter how common or obscure it might be.

Fire Safety House

Continued from page 7

February.

It's been an 18-month haul so far, but there's still a way to go. Hospital employees account for about one-third of the 1.6 million cans collected. Part of the problem was a crash in prices paid for cans, which caused the overall goal to nearly double.

But at the rate employees have been collecting cans, it should be only a matter of months before the unique teaching device will be at area schools. A down payment and "open house" was a feature of a recent fire prevention ceremony held by the Allentown Fire Department.

Breakfast With Flair Set For Next Week

There'll be "Stompin' at the Savoy" — well, actually the cafeteria at Cedar Crest & I-78 — next week with a round of special breakfast promotions and a running serenade of Big Band Era music.

Under the name "Put a Swing in Your Day the Big Band Way," the festivities include decorations to give the cafeteria an old-fashioned ballroom look during breakfast hours.

Music from all the great swing bands of the 1930s and 1940s will be featured.

And it includes a guest appearance from Tony the Tiger on Monday.

Alex Endres, assistant director, Food Service, says the week-long event comes as a courtesy of major suppliers to the Wood Company, which manages the cafeteria for Lehigh Valley Hospital.

Companies involved will each have a special day for promotion of their products. On Monday, for example, Kellogg's cereals, milk and juice,

regularly \$1.36 for employees, will be available for just 99 cents. On subsequent days, General Mills, Quaker Oats, Papetti's Eggs and the Citrus Growers Association will each be featured.

Part of the fun will be an assortment of promotional items from the companies to be given away. Some will be on the basis of a drawing of coupons that must be stamped for all five days of breakfast specials. Others are a bit more unique.

"Kellogg's sent us some official Tony the Tiger autographed baseballs," Endres explains. They will be given away to the first people who purchase the special on Monday until the very limited supply is exhausted.

On various days of the week, a "bake sale" is planned, along with made-to-order omelettes (watch for a giant chicken wandering around) and an exotic citrus breakfast bar.

To be eligible for a baseball, bring the coupon accompanying this article *first thing Monday morning* and purchase the Kellogg's breakfast special. The offer is good only while very limited supplies last.

To become eligible for a variety of other items, join the five-day "breakfast club" when you purchase the first of the daily specials on Monday. Endres explains that the coupon received at the cash register must be stamped for the specials on each of the succeeding days to be placed in the drawing.

Win an Official Tony the Tiger Baseball

Clip and bring this coupon to the cafeteria at Cedar Crest & I-78 on Monday, October 26, 1992. Present the coupon with your purchase of the Kellogg's cold breakfast special for 99 cents.

Offer valid only while very limited supplies last!

Great Soup...But About That Toaster...

The cafeteria at Cedar Crest & I-78 continues to collect comments and suggestions from patrons, and, as usual, the range is wide.

In the most recent batch, there was applause for the quality of soup, the courtesy and efficiency of cashiers, and an inquiry that cheered the taste of the food but challenged the pricing. In response, Food Service says continual monitoring keeps prices in line with similar cafeteria operations in the area, and notes that employees get a 20 percent discount with their identification badges at the cash registers. The monitoring is done on a monthly basis.

The breakfast crowd is not pleased with toasters, and asks for either a better system or another toaster. It's prompted Food Service to look into

possible acquisition of equipment to meet the demand.

And tapioca pudding fans would like to see the dessert on the counter more often, so the Cold Production Staff will make it more frequently available, perhaps daily.

How come noodles are extra for meatballs and beef stroganoff? The answer is that noodles and rice are offered as an ala carte choice of selected starch on the menu. Prepared menu items are offered at a 45 percent food cost and do not include extras in an effort to provide patrons with the best buy. It's possible that this has been served in the past as part of "serving suggestions" in the Heartland Program.

Respiratory/Pulmonary Salutes Its Best



Applause for the best came at a recent Respiratory/Pulmonary celebration at which staff selected the top 10 of the department to be recognized with plaques and pins. Recipients include, from left, Nancy Ayers, RRT; Marlene Ritter, RRT; Denise Shank, RRT; Sue DePrill, RRT; Dave Gessner, RRT; Ken Clay, RRT (who received top honors); Cindy Moser, CRTT; De Schuler, CPFT; Ann Snyder, RRT; and Tim Thibault, CPFT. (Photo by Eileen M. Fatzinger, RRT)

During Respiratory Care Week, 10 members of the Respiratory/Pulmonary department were formally recognized for outstanding skills by their peers.

At its first awards ceremony, each of the top 10 received a plaque and an excellence 1992 pin.

The ceremony was the kickoff event of a year-long recognition project developed by the department's recognition committee.

George Ellis, director, Respiratory/Pulmonary, says the intended goals of the program are "to bring out the best in people," inspire team unity, encourage positive values, help motivate staff toward peak performance and recognize outstanding contributors to the program.

Employees receiving recognition this year included Nancy Ayers, RRT; Sue Deprill, RRT; Ken Clay, RRT; Dave Gessner, RRT; Cindy Moser, CRTT; Marlene Ritter, RRT; Denise Schuler, CPFT; Denise Shank, RRT; Ann Snyder, RRT; and Tim Thibault, CPFT.

About Our People

The Cystic Fibrosis Sports Challenge on Oct. 3 at Parkland High School included a team from Lehigh Valley Hospital. Team members were recipients of bronze medals. Participants included *Eileen Fatzinger, Michelle Serfass, Linda Cornman, Kelly Farrell, Lori and Joe Buss, Yvonne Bennett, Bob Alkman, Mark Custead, Jim Gates, Dave Gessner, Tom DeMark and Ken Miller*. Team captain *George Guldin* extended special appreciation to *Rose Haas, RN*, director, Employee Health, for her fund-raising efforts. Participating teams raised more than \$16,000 at the one-day event to benefit the Cystic Fibrosis Foundation.

Kenneth Szydlow, program coordinator, Helwig Diabetes Center, received a certificate of appreciation from the College of Health and Human Development, Pennsylvania State University, for service to the professional development of students. Szydlow was a participant in a Master of Health Administration Advisory Council program

at University Park.

Seven staff nurses in Transitional Open Heart Unit were named 1992 winners of the unit's Peer Reward and Recognition Program. Saluted were *Lori Febr, RN; Sharon Guerrieri, RN; Kim Lavin, RN; Marlene Mayza, RN; Mary Sue Rother, RN; Mary Tewksbury, RN; and Deb Williston, RN*.

In a drawing that followed a Recreation Committee survey in *CheckUp*, *Anita Lewis, PACU*, and *Gary Weiser*, operations, Information Services, won movie tickets. The names were drawn from more than 500 entries.

Mary Ellen Beideman, RN, BSN, MSN, will become Employee Health manager on Nov. 2, replacing *Rose Haas, RN*, who is retiring after 22 years of service. Beideman has been a nurse epidemiologist, director of Infection Control and an administrator in Nursing Services.

Continued on page 6

About Our People

Continued from Page 5

Connie Molchany, RN, MSN, CCRN, medical cardiac clinical nursing specialist, Nursing Administrator, published "Ventricular Septal and Free Wall Rupture Complications Acute MI" in *The Journal of Cardiovascular Nursing*, June, 1992.

Molchany and **Ellie Franges**, RN, manager, CNS Unit, are two of 18 finalists for the "Nightingale Awards of Pennsylvania" to recognize and honor exceptional nurses in the state. The awards ceremony will be held Oct. 23 in Hershey.

Births

- To **John Bard**, MD, OB/GYN, and **Sara Bard**, RRT, Respiratory Care, a daughter, Rebecca Dale Bard, on Sept. 6. She has a sister, Samantha.
- To **Cheryl Citro**, RN, staff nurse, 7C, and her husband, Chadd, a daughter, Amanda Marie Citro, on Oct. 13, their first child.
- To **Karen Zurn**, RN, staff nurse, 7C, and her husband, James, a daughter, Madeline, on Oct. 1, their first child.

- To **Terry Ann Capuano**, RN, nursing administrator, and her husband, Matt, a daughter, Danielle Marie Capuano, on Sept. 15. She has a sister, Lora.

- To **Betty Attilio**, PT, physical therapist, Physical Therapy, and her husband, **Richard Attilio**, RPh, assistant director, Pharmacy, a son, Mark Richard Attilio, on July 9. He has three brothers, Michael, Peter and Nicholas.

- To **Sharyn Klase**, data entry, MedisGroups, and her husband, Richard, a daughter, Kandase Rae Klase, on Aug. 25, their first child.

Marriages

- **Maria Lynn Pillsbury**, representative, Physician Office Practice Services, to William Kammetler, on Sept. 26.

- **Carol Williams**, accountant, Finance, to Fran Lawrence on Oct. 17.

Engagements

- **Mary Meg Miller**, secretary, Heart Station, to Tom McGinley, MD, a family practice resident at Abington Hospital, on Sept. 30.

HRD Symposia, Programs Announced

New concepts in cardiopulmonary resuscitation, biopharmaceuticals and antibiotics and pharmaco-kinetics will be among the topics for the **Third Annual Critical Care Symposium** on Saturday, Nov. 7 at Cedar Crest & I-78 auditorium. Presentations will be made by Jonathan E. Gottlieb, MD, Jefferson Medical College; Matthew E. Levison, MD, The Medical College of Pennsylvania and Hospital; and Joseph E. Vincent, MD, director, Critical Care, Lehigh Valley Hospital.

Coming on Dec. 12 in the Regional Symposium Series is the **Second Annual Musculoskeletal Sciences Symposium: Upper Extremity Injuries in the Athlete**, featuring seven orthopedic surgeons involved with sports programs ranging from the Parkette National Gymnastic Team to the Philadelphia Flyers and United States Olympic Committee.

Previously announced was **Rheumatology Symposium: Systemic Erythematosis**, on Oct. 31.

Additional information and registration for the symposia, sponsored by Human Resource Development and funded by the Dorothy Rider Pool Health Care Trust, is available by calling ext. 8322.

The next **hospital orientation** will begin at 8 a.m. at 17th & Chew auditorium and an optional tour of both sites will be held Nov. 4 beginning at 1 p.m. at 17th & Chew and 2:30 p.m. at Cedar Crest & I-78.

CPR recertification will be held in the 24 hour period beginning at 10 a.m. Wednesday, Nov. 11 in the Nursing Learning Laboratory at Cedar Crest & I-78.

CPR certification, for which pre-registration is required by calling ext. 2430, will be held in two parts and attendance is required for both. Part I will be Tuesday, Nov. 17 and Part II will be on Tuesday, Nov. 24. Both sessions are from 9 a.m. to noon in Room 900, School of Nursing.

Pool Trust Continues Education Support

A block of five educational programs won nearly \$200,000 in support from the trustees of the Dorothy Rider Pool Health Care Trust on Sept. 25. The group also voted to support a major WomanCare conference, "Spirit of Women 1993," to be held in the spring.

The five programs getting a \$197,360 grant for a period of two years were the work/study program, the nursing tuition assistance program, the professional/technical tuition assistance program, the Pool Trust scholars and the graduate education program for clinical nurses.

Titled "Health Care Career Development Programs II," the package is coordinated by Denise Holub.

A \$10,000 grant was awarded to "Spirit of Women 1993," a conference planned for March. Speakers for the program include Frances Hesselbein, president and CEO of The Peter F. Drucker Foundation for Nonprofit Management; Pulitzer Prize-winning journalist Ellen Goodman; and Jane Tear, an author on issues concerning

women and communications.

In other awards, the Pool Trust trustees agreed to support two research studies with grants totalling \$32,115. These include "Neurotoxicity of Human Tissue Ribonuclease IIN," for which the principal investigator is Brian W. Little, MD, PhD, and co-investigators are Jack A. Alhadeff, PhD, Vassie Ware, PhD, and Neal Simon, PhD. Judith I. Pool, MEd, is the principal investigator of the second grant, "Cognitive Restructuring, Mediation Training and Stress Management Intervention in Cardiac Rehabilitation."

The trustees agreed to release \$22,589 of previously committed consultant/liaison psychiatry funds to support the recruitment process of two staff psychiatrists and one staff doctoral psychologist by Michael Kaufmann, MD. Also approved was funding up to \$10,000 to support the recruitment of the chair of the Department of Emergency Medicine. The money will be used to secure consultants to serve as facilitators in the process.

Corporate Donors Support Several Programs

Four area corporations have recently made contributions to Lehigh Valley Hospital for a variety of purposes.

Lehigh Valley Hospital Trust Fund received donations from the Metropolitan Life Foundation; Bell of Pennsylvania; Alpo Petfoods, Inc.; and Meridian Bank.

Metropolitan Life Foundation awarded a Volunteer Ventures grant of \$1,000 to the Friends of Nursing program on behalf of Thomas W. Medici, a MetLife employee who volunteers with the hospital trust fund. The program encourages and supports employee involvement at the local level of nonprofit organizations that work to improve the quality of life for all.

The Metropolitan Life Foundation Scholarships for Oncology Nursing will be used to provide scholarship monies to oncology nurses who wish to enhance their knowledge and skills in providing high quality cancer care.

Kevin Murtaugh, sales representative for Bell of Pennsylvania, presented a \$2,000 check in support

of the John and Dorothy Morgan Cancer Center. Bell of Pennsylvania provides grants to local charities on an annual basis as a way of giving back to the community.

Alpo Petfoods, Inc., is a leading supporter of the school health program at Central Elementary School in Allentown. A cash contribution of \$5,000 is designed to provide health care services and health education to disadvantaged children. Richard Hunt, director of Contributions/Community Relations at Alpo, also volunteers his time to solicit other corporate support for the Community Health Department project.

Meridian Bank awarded a \$5,000 grant in support of the Helwig Diabetes Center through the Ruth P. Seruga Trust. The Seruga Trust was established to support nonprofit organizations in Lehigh County that actively and effectively improve the quality of life. Each year, Meridian Bank selects from among qualifying applicants a deserving organization to receive financial support from the Seruga estate.

Win A Painting — Visit The Art Sale

An opportunity for employees to win an original work of art for their own home is a new aspect of the annual art exhibition and sale sponsored by the Arts Advisory Council.

A flyer promoting the event, along with a drawing ticket, will be distributed to all employees with paychecks prior to the event, which runs from Nov. 6 to 9.

The flyers and tickets may be obtained by those who pick up paychecks for employees in their respective departments, and tickets for the drawing may be deposited in a box at the exhibit. The winning ticket will be selected at 7 p.m. on the last day of the show.

Featured at the show will be 120 original works by Pennsylvania regional artists, displayed in the classrooms in the Carl Anderson Wing at Cedar Crest & I-78. A special reception will be held Friday from 5 to 8 p.m. for those who would like an opportunity to meet the artists.

Hours for the exhibit, which supports funding of art for display in the hospital, are:

Friday, Nov. 6	5 to 8 p.m.
Saturday, Nov. 7	11 a.m. to 7 p.m.
Sunday, Nov. 8	noon to 7 p.m.
Monday, Nov. 9	10 a.m. to 7 p.m.

Spectrum Offers Breast Pump Rentals

Rentals of White River electric breast pumps at discounted rates to employees was recently announced by Health Spectrum Medical Products.

The units are offered at a rate of \$2 per day or \$20 per month; usual rates are \$40 per month. Non-returnable accessory kit includes a flexible silicone flange, tubing and two 4-oz. collection bottles. The kit costs \$19.95, discounted from the usual \$29.95.

To obtain a pump, employees may call 264-7550 weekdays between 8 a.m. and 5 p.m. to place an order. It is the employee's responsibility to pick up and return the pumps to Health Spectrum Medical Products at 964 Marcon Blvd.

Payment for the first month's rental and the accessory kit are paid upon receipt of the equipment. Additional monthly rentals are billed to the employee and may be paid by cash, check or major credit card upon receipt of invoice. It is important to note that Health Spectrum Medical products will not bill breast pumps to an insurance carrier under any circumstances.

Pump availability is on a first come, first serve basis, and a limited supply is available.

Health Spectrum Medical Products is a department of Lehigh Valley Health Services, which also administers Spectrum Apothecary, and provides services relating to home medical equipment.

Groundbreaking: Who Dug First

When a group of hospital officials and visiting dignitaries stepped to one side of a small stage at the groundbreaking ceremonies for the John and Dorothy Morgan Cancer Center, cameras were ready to record the historic moment.

That moment was when three shovels formally turned earth to celebrate the center's construction.

As always with hospital groundbreakings, there

was someone behind the scenes. To help things go smoothly at the event, the soil is "prepared" — that is, loosened up a bit — and, as usual, the preparing was done by Lou Molnar and Jack Mack of Engineering.

With the banner behind them, each took a turn with the shovel and recorded the event in photographs — just to prove who really "broke ground" for the new cancer center.



HOLIDAY Poinsettia Sale

*The Allentown Auxiliary
of Lehigh Valley Hospital*

Dear Friend of the Auxiliary,
The Allentown Auxiliary of Lehigh Valley Hospital would greatly appreciate your support of our annual **Holiday Poinsettia Sale** to be held **Friday, Dec. 11, 1992.**

Segan's Bloomin' Haus, a quality grower, will provide the popular *Single Branch Poinsettia* with 5 full blooms, as well as a *Double Branch Poinsettia* with 10 full blooms, a 16" *Douglas Fir Wreath* with a bow and our *Auxiliary Special*, a 3-4 bloom Poinsettia in a 4-1/2" pot. The magnificent hanging baskets will be available in two sizes: the 25-bloom 8" *Belden Basket* and the 35-bloom 10" *Belden Basket*. More plants and different varieties will be available for purchase the day of the sale so plan on coming to see our beautiful selection.

Advanced orders must be picked up in the 17th & Chew lobby on Friday, December 11 from 9 a.m. to 5 p.m. Parking will be available directly outside the lobby. Call us for special delivery arrangements for any order of 30 plants or more. If you have special ordering needs, please contact us, and not Segan's.

Complete the order form below and return it to the Volunteer Office at 17th & Chew no later than **November 21, 1992** or mail directly to either of the following addresses: Mrs. Frances Schaeffer, 2407 Walnut St., Allentown, PA 18104 or Mrs. Jeanne Tilghman, 2128 Liberty St., Allentown, PA 18104

Sincerely Yours,

Chairpersons, Poinsettia Sale 1992

LaVonne Kemmerer (434-1983)

Frances Schaeffer (437-1599)

Connie Paisley (965-7968)

Jeanne Tilghman (437-4265)

P.S. We hope you can visit our bake sale also taking place in the 17th & Chew lobby on Friday, December 11. Thank you for your support!

CUSTOMER COPY

Please pick up your order in the 17th & Chew lobby on Friday, **December 11, 1992** between 9 a.m. and 5 p.m., Please place your order by November 21, 1992

Poinsettias:	RED	WHITE	PINK	
Single Branch (5+ bloom)	_____	_____	_____	@ \$7.99
Double Branch (10-bloom)	_____	N/A	N/A	@ 13.99
Poinsettias Baskets: (These must be pre-ordered.)				
25+ bloom	_____	_____	_____	@ \$24.99
35+ bloom	_____	_____	_____	@ \$32.99*
Douglas Fir Wreath -16"	_____	_____	_____	@ \$12.99*
Auxiliary Special: 3-4 bloom Poinsettia (4-1/2" pot)				
Red & White only	_____	_____	_____	@ \$4.99

Sold by _____

Retain for your records.

ORDER FORM

Name _____

Address _____

Phone () _____

Poinsettias:	RED	WHITE	PINK	
Single Branch (5+ bloom)	_____	_____	_____	@ \$7.99

Double Branch (10-bloom)	_____	N/A	N/A	@ 13.99
--------------------------	-------	-----	-----	---------

Poinsettias Baskets: (These must be pre-ordered.)				
25+ bloom	_____	_____	_____	@ \$24.99
35+ bloom	_____	_____	_____	@ \$32.99*

Douglas Fir Wreath -16"	_____	_____	_____	@ \$12.99*
-------------------------	-------	-------	-------	------------

Auxiliary Special: 3-4 bloom Poinsettia (4-1/2" pot)				
Red & White only	_____	_____	_____	@ \$4.99

Special plant needs or instructions: _____

Total Amount Due \$ _____

Sold by _____

Return by Nov. 21 to the Volunteer Office or mail to address listed.

REVIEW SHEET

This form is designed to help our artist accommodate the specific needs associated with producing the painting of your home. Since the artist has never seen your home/office building, the information you provide here is very important.

Please note that this form must be completed in order to begin production of your painting.

If you need to include more information than the space allows, please feel free to attach an additional sheet.

Name _____

Daytime Phone { ____ } _____

☐ I have a suitable photograph of my home and have attached it to this form

☐ I will need a photograph of my home taken. I understand the fee for this photograph is \$15 and that the photograph will be sent to me for final approval before production of the painting is begun.

1. If you would like your home/office building painted in a season other than what is depicted in your photo, specify here:

2. **LANDSCAPING** — If you would like the artist to change any of the landscaping in your photo (flowers in bloom, trees or shrubs removed or made larger/smaller, etc) please describe:

3. **STRUCTURE** — If you want the artist to add or delete anything from the structure (air conditioners, shutters, mailboxes, outside lights, antennae, etc) please describe:

4. **OTHER** — Any other items on or around your property that you want changed or eliminated (telephone poles and lines, street signs, fire hydrants, etc.) please describe:

DIRECTIONS — If we are photographing your home, please give detailed directions to your home/office:

Street _____ City _____ State _____



HOME PORTRAIT

SPECIAL OFFER

FROM THE ARTS ADVISORY COUNCIL
FOR LEHIGH VALLEY HOSPITAL

The holiday season is just around the corner and soon you will be thinking about gift ideas for those special people in your life. The Arts Advisory Council for Lehigh Valley Hospital has a special gift idea for you! Give someone a gift that will be treasured and enjoyed for years to come -- an original watercolor of their home. Get together with your brothers, sisters, aunts or uncles to purchase a special family heirloom for your parents, grandparents or in-laws.

The Arts Advisory Council promoted this offer two years ago, with great success. Many employees, physicians and other friends of the hospital took advantage of this special offer and were extremely pleased with their home portraits. The great news is that the prices have not increased since that time. With the attached coupon, you can have a beautiful 14"x18" watercolor, matted and framed, delivered to your door for only \$195. Painted from a photograph, your portrait comes with a 100% satisfaction guarantee.

Hurry! If you act now, your home portrait can be delivered in time for the holidays. Simply complete the attached order form, include a photograph, and forward it to:

Arts Advisory Council of
Lehigh Valley Hospital
Suite 3326
1243 S. Cedar Crest Boulevard
Allentown, PA 18103

FOR MORE INFORMATION, CALL 402-3031

\$105 Gift Certificate



This certificate is valued at \$105
and is redeemable toward the purchase
of one original watercolor portrait
of your home/business
{includes mat and frame}

from American Home Portraits