A Powerful Connection
How Jaime Mendes and PenTeleData give back
The Importance of Role Models

Their influence is felt far and wide

Who has meant the most to you in your life? It might have been your parents, your significant other, a best friend, a business colleague or a trusted advisor. The people we most admire lead by example, sharing their talents and gifts to benefit others. We are fortunate to have many such role models in our community. You’ll meet a few of them inside Inspire.

Mike Kush spent 25 years giving of himself as a firefighter. He rescued people and saved lives. Today he keeps the history of firefighting alive through the Union Historical Fire Society, a group that gives back to Lehigh Valley Health Network to support adults and children who suffer from serious burns.

Erich Trinkle always remembered the compassionate care his aunt Julia received while in hospice at Lehigh Valley Health Network. Today Erich and his wife, Sally give back through the Haffner-Trinkle Foundation, which supports numerous health care and illness-prevention activities.

Harry and Ro Lukens know that people sometimes need a spark of encouragement. They’ve supported each other for 45 years of marriage, and Harry, the health network’s chief information officer, leads by example in giving back. In return, his information services colleagues support numerous community outreach activities.

Companies and organizations in our community also lead by example. MP Uniform outfits first responders and medical personnel, and backs up its commitment with support of various health network events. So too does PenTeleData. It supports events like the recently completed Golf and Tennis Classic.

These are some of the role models you’ll find throughout the Lehigh Valley. We’re proud of their good work and thankful for their support.

Charles G. Lewis
Senior Vice President, External Affairs

Jefferson K. Aiken Jr., DMin
Chair, Development Committee
Planting a Seed

It’s how we accomplish great things

When you grow up in Missouri like I did, you learn a lot about farming. You not only learn how to plant a seed, but how to nurture the soil, put in a lot of toil and labor, and help that seed grow into a useful crop or a beautiful flower. There are few things more rewarding.

In the same way, your support of Lehigh Valley Health Network plants a seed for the future. Inside this issue of Inspire, you’ll meet people whose gifts blossomed into greater things years later.

Take Carl and Anne Anderson. Carl worked side-by-side with Leonard Parker Pool, the founder of Air Products and the driving force behind the creation of our health network. In 2001, the Andersons left a wonderful legacy—a trust of nearly $30 million to help the health network become a world-renowned center for medical excellence.

The Andersons planted a seed that has grown in many vibrant ways, and it will keep giving back for years. Part of their trust supports students in SELECT, our medical school partnership with the University of South Florida (USF) College of Medicine. I’ve met the 19 first-year students who began the SELECT program last September; they are the best and brightest, and our future is in great hands.

In 2008, retired Mack Trucks engineer Walter May and his wife, Hazel, made a gift to create an endowed chair for excellence in cardiology at our health network. Today it’s helping to conduct important clinical research in heart care. It’s also helping to educate our caregivers in exciting new technology like the brand-new “hybrid” operating room (OR) at Lehigh Valley Hospital–Cedar Crest. It allows our heart surgeons and interventional cardiologists to work as a team, implanting a new valve inside a heart using a catheter for critically ill patients who have no other alternative.

The seeds planted by people like Leonard Pool, the Andersons and the Mays grow, blossom and continue to flourish for years. The good health and leading-edge care they bring to our community is a reward in which all of us can benefit and hopefully be inspired to embrace.

Ronald W. Swinfard, MD
President and Chief Executive Officer
One of the things that attracted cardiologist Ronald Freudenberger, MD, to Lehigh Valley Health Network is the vast amount of clinical data the health network collects. For years he dreamed the health network would one day be able to better organize and analyze that data to enhance patient care.

“Only a small number of institutions organize data well,” says Freudenberger, the health network’s chief of cardiology and medical director of its Heart and Vascular Center. “Those that do are nationally known because they use the data to deliver the best care.”

When Freudenberger became holder of the Walter M. and A. Hazel May Endowed Chair for Excellence in Cardiology in 2010, he began using the chair to fulfill his dream. Now the health network has a specialist on staff who focuses on organizing and analyzing information related to heart care.

Discoveries already are being made. For example, data showed patients who receive hospital care for heart failure are more likely to be readmitted if they also have a behavioral health condition. “For these patients, we now include a behavioral health expert on their care team to lower their readmission risk,” Freudenberger says. The health network presented this information to hospitals nationwide at the American College of Cardiology’s Annual Scientific Session.

While the chair allows the health network to make and share its discoveries, it also enables heart care specialists to receive education about the latest treatments and procedures. Doctors recently received education regarding two innovations now provided at the health network. They include a procedure in which an aortic valve is replaced using a catheter, and a device that is implanted to help a failing heart pump more effectively.

The chair also enables the health network to bring in nationally renowned experts to present on timely topics. “It gives us an opportunity to do many things that truly impact patient care,” Freudenberger says.
The Union Historical Fire Society members are bonded by a common interest—the history of firefighting. Members include those interested in the history of fire service, such as collectors, historians, authors and restorers, as well as those who own or appreciate firefighting apparatus, equipment and memorabilia.

One other important interest members share is burn care and prevention.

Retired fireman Mike Kush, membership director for the Society, saw firsthand the trauma burns can inflict. “I was a fireman for 25 years, and I saw people who were burned,” Kush says. “I was interested in seeing our money go to help them.”

To achieve that goal, the society supports Lehigh Valley Health Network’s Regional Burn Center. With support from organizations like the Society, the burn center can provide advanced, leading-

**ENHANCING QUALITY OF LIFE**—It’s what inspires Union Historical Society Members (right) Martha and Michael Kush to support Lehigh Valley Health Network and local firefighters like (left) Steve Munsch and Michael Humes from the Allentown Fire Department.
The Society’s support has included funding for medical equipment, such as a DermScope to magnify and evaluate burns; a laser Doppler and cooling unit for laser treatments, which aid in scar management; and a treatment chair. The Society also contributed funds to name a patient room in the burn center.

Through a fund established with the Burn Foundation of Philadelphia, the Society also helps our youngest burn patients recover from their injuries. Pediatric burn patients receive “burn buddies,” special dolls that help them feel less anxious about dressing changes. Through play therapy, the children use bandages to wrap the areas on the doll where they were burned. The impact these burn buddies make inspire Kush.

“When you see children suffering, you want to help them recover,” he says.

The Society raises funds through a fire memorabilia show and auction held every April at the Agri-Plex at the Allentown Fairgrounds. The impact makes the work worth it. “We want to help burn victims heal and give them a better quality of life,” Kush says.
The Andersons’ focus was on Leonard Pool’s vision.”

—DONALD SHIRE
Carl Anderson had a gift for bringing ideas to life through form and structure. That’s why Leonard Parker Pool hired him in 1940 to head up engineering construction for his new company, Air Products. Carl’s innovative building designs helped Air Products revolutionize the industrial gas industry. Years later, when Pool had a vision to create a superior regional hospital for the Lehigh Valley, he again asked his “master builder” to lead the way.

Carl donated more than 3,000 hours to design and oversee construction of the facility known today as Lehigh Valley Hospital–Cedar Crest. But Carl and his wife, Anne (above, left), a nurse, recognized this building alone would not fulfill Pool’s vision. Continued creativity and innovation would be needed to sustain clinical excellence, so the Andersons chose that to be their lasting legacy.

Their $1.5 million gift in 1997 established the Anne C. and Carl R. Anderson Distinguished Chair in Surgery. A subsequent $29 million gift in 2001, at the time the largest ever to a Pennsylvania hospital, established the Anne and Carl Anderson Trust.

By funding ongoing education, training and research activities, the Anderson Trust is a fitting tribute to the couple’s foresight and humble generosity, says Donald Shire, the sole surviving member of the trust’s original three trustees and a former health network trustee. “Carl and Anne were both quiet leaders who didn’t seek the limelight,” Shire says. “Their focus instead was on Leonard Pool’s vision and ensuring that their community would always have access to the best possible health care.”

In his role as trustee, Shire approves projects for funding by the trust. Most recently that includes scholarships for 19 students in SELECT, the groundbreaking medical school partnership between the health network and the University of South Florida. The program’s unique educational approach is developing physician leaders who value listening and collaboration with colleagues, patients and families.

“It’s an approach Carl would have loved,” Shire says. “He was always a straight shooter who valued the insight and contributions of others. I believe he would say that’s the right way to care for patients too.”
More than 15 years ago, Frank V. Loretti became inspired to help children learn to manage their type 1 diabetes. “I looked for a program to teach children how to control their blood sugar, but couldn't find one,” he says.

So in 2001, Loretti met with experts at Lehigh Valley Health Network to develop such a program. “My only requirements were that it had to be for children, and it had to be free for everyone,” he says. Through a generous donation, Loretti started Camp Red Jacket, a free, three-day summertime program operated by the health network. It teaches children with type 1 diabetes how to care for themselves and better manage their condition.

Children at Camp Red Jacket enjoy fun-filled arts and crafts, games and sports. They learn how to test their blood sugar, eat healthy and exercise. And they discover important lessons about body image and self-esteem.

The camp’s name dates back to a time when Loretti, a World War II veteran and current-day Hellertown resident, embarked on a boating trip in upstate New York. When a squall arose, he sought shelter at the Red Jacket Yacht Club, named for a Seneca Indian, Sagoyewatha, otherwise known as Chief Red Jacket. “When we talked about what to call the camp, Chief Red Jacket popped into my mind, and the name stuck,” Loretti says.

Now Loretti is making another bold step to help children with diabetes. He recently endowed his fund, meaning Camp Red Jacket will live on for years to come. To date, the camp has helped 500 children. “Now it can help hundreds more,” he says.

**MAKING LIFE EASIER**—It’s what Frank Loretti’s gift helps accomplish for hundreds of area children who have type 1 diabetes.

**READ FRANK LORETTI’S PERSONAL STORY ABOUT DIABETES AT LVHN.ORG/DONATE.**
“There’s our man.”

“Hey, Jaime! How’s it going?”

“It’s great to see you today, buddy.”
The Giving Channel
PenTeleData helps the communities it serves

Whether walking through the corporate headquarters of PenTeleData or the town of Palmerton where the company is based, Jaime Mendes, PenTeleData’s chief administrative officer, always gets a warm welcome. It’s clear PenTeleData is as close-knit and community-focused as it gets. There’s a sense of camaraderie not often found in today’s world.

“It’s been like that since the beginning,” Mendes says. “The founders had a vision to give back to the community, whether through employment, patronizing other local businesses or giving to not-for-profit organizations. Almost 20 years later, we make it a point to continue that tradition.”

PenTeleData is a strategic partnership between Service Electric Cable TV and Communications, Service Electric Broadband Cable, Service Electric Cablevision, CATV Service Inc., Ironton Telephone and Blue Ridge Communications. Together, they offer an array of cable and telephone services and high-speed Internet access to homes, educational facilities and businesses throughout Pennsylvania and New Jersey, including Lehigh Valley Health Network.

PenTeleData annually supports Nite Lites, the Lehigh Valley Hospital–Muhlenberg Summer Festival and the Annual Golf and Tennis Classic. “We believe in supporting organizations that make a difference to the communities we serve,” Mendes says. “Lehigh Valley Health Network certainly fits the bill.”
Supporting Community Members’ Passion

It’s why MP Uniform supports the health network

Thom Riegel, Chris Ciccone and Barry Yoder, owners of MP Uniform & Supply Co. and MP Nursing Apparel, have immense respect for the first responders who serve our community, including police officers, firefighters, emergency medical technicians and paramedics.

Their admiration doesn’t stop at the scene. The trio also thinks very highly of the medical professionals who care for people in our community. “It’s obvious when people are passionate about what they do,” Yoder says. “And we enjoy working with and supporting those people.”

MP Uniform & Supply Co., which outfits first responders, and MP Nursing Apparel, which outfits medical professionals, have a reputation for excellent customer service and a long history of giving to organizations that make a difference to the community. They’ve made many gifts to Lehigh Valley Health Network in 18 years of business, including support of the Jim Roth Memorial Golf Tournament, Lehigh Valley Health Network Amputee Support Group Golf Tournament, Friends of Nursing celebration, Spirit of Courage, The Leonard Pool Society and Nite Lites.

“It’s very rewarding for us to give back to Lehigh Valley Health Network because it provides an opportunity for great health care in the Lehigh Valley,” Riegel says. “It’s also nice because we have developed excellent relationships with many health network colleagues and departments throughout the years,” Ciccone adds.

The commitment to community doesn’t stop there. “We believe it’s important to support other local businesses,” Riegel says. “It’s a boost for the local economy, which is good for the people who live there. We see it as a win-win.”

A WIN-WIN—It’s how MP Uniform & Supply Co. owners (from left) Barry Yoder, Chris Ciccone and Thom Riegel feel about supporting Lehigh Valley Health Network.
The Foundation of a Community

Erich and Sally Trinkle support quality care in memory of a loved one

When asked why they give back to our community, Erich and Sally Trinkle respond with questions of their own. “Why not give back if you can? Why not make children happy? Why not make a difference in people’s lives?” Sally says. “We feel blessed and appreciate our opportunity to share with others.”

Giving back is exactly what Erich and Sally have been doing through the Haffner-Trinkle Foundation. With help from their good friend Al Haddad of the Haddad Group at Morgan Stanley Smith Barney, they started the foundation in 2004 in memory of Erich’s aunt Julia Haffner. A caring person who volunteered at her church and loved children and animals, Julia received hospice care at Lehigh Valley Health Network near the end of her cancer journey. “Special people work there,” Erich says. “They make it easier for you during a difficult time.”

In recognition of the compassionate care Julia received, the foundation has been supporting hospice care at the health network for many years. It also supports numerous community organizations that provide services for children, animals and people in need—the things about which Julia was most passionate.

Helping people through the foundation has been a life-changing experience for the happily married couple of 12 years. Nothing, however, changed their lives more than the birth of their son, Eric. “He’s a healthy 10-year-old boy,” Sally says. “It breaks our hearts to see families going through difficult times when a child is sick.”

Eric’s future, and that of all our community’s children, is why they continue to support health care and illness-prevention initiatives at Lehigh Valley Health Network. This coming August at the Lehigh Valley Hospital–Muhlenberg Summer Festival, Erich and Sally will distribute 1,000 bottles of antibacterial hand gel provided by the foundation. “We give back because this is our home,” Sally says. “We don’t need anything in return.”

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NO PLACE LIKE HOME— Sally and Erich Trinkle help make the Lehigh Valley a better place to live for their son, Eric, and for future generations through personal contributions and their work with the Haffner-Trinkle Foundation.
Leading by Example

Harry and Ro Lukens help people in all aspects of their lives

When it comes to helping people, Harry and Ro Lukens are role models. “People want to do good, but they don’t know how to get started,” Harry says. “If you show them, they’ll come up with ideas on their own.”

To confirm Harry’s theory, you needn’t look further than his colleagues at Lehigh Valley Health Network. As chief information officer, he leads the information services (I/S) department—a group that designs and supports technology to enhance patient care, and regularly supports programs and services in the health network and community. (Read page 21 to learn more about their generosity and creativity.) They learned to do so by following the Lukens’ lead.

When a member of the I/S team lost her daughter to cancer, Harry and Ro decided to do something in her memory. Their generosity created the Jahna Haldeman Memorial Fund. It allows the health network to host lectures featuring renowned palliative and end-of-life care experts. The Lukens also support the health network’s Nite Lites gala and are members of The Leonard Pool Society.

“Lehigh Valley Health Network is a quality place for medicine, and a great place to work,” Harry says. “For us, giving to the health network is the right thing to do.”

The Lukens feel especially rewarded to support programs that help children. Harry and Ro, a seventh-grade social studies teacher, have five children and 10 grandchildren. “All our kids are healthy, and we’re so grateful for that,” Ro says. “I can’t imagine what it would be like to have a sick child.”

To help people who do, Harry co-founded the Children’s Care Alliance with health network pediatrician Donald Levick, MD. Their goal is to coordinate children’s medical records so physicians have access to children’s health information no matter where a child receives care. Harry also serves on the board of Hope’s Journey, a collaboration of health systems that support children’s hospice care.

Neighbors as teenagers and now happily married for 45 years, Harry and Ro feel blessed. “Life is good,” Harry says, “but that’s not the case for everyone. They’re the people we want to help.”

“Lehigh Valley Health Network is a quality place for medicine, and a great place to work,”

Harry Lukens
Guests at The Leonard Pool Society Spring Forum got an inspiring glimpse at the future of medicine from J. Alan Otsuki, MD, founding associate dean of educational affairs for the University of South Florida. Otsuki gave an overview of SELECT, the school’s groundbreaking medical education partnership with Lehigh Valley Health Network. SELECT student Chris Pothering, a graduate of Allentown Central Catholic High School and Muhlenberg College, shared his personal perspective via a live video conference from Florida. Here are scenes from this educational and social event held at Lehigh Valley Health Network–Mack Boulevard in April.

PREPARING FUTURE LEADERS
Featured speaker J. Alan Otsuki, MD, pictured with his wife, Tracey, explained how SELECT is preparing students to become tomorrow’s health care leaders through teamwork and collaboration.

IMPRESSIVE APPROACH
Gregory Harper, MD, PhD, medical director of Breast Health Services, and his wife, Lorraine, were impressed by the SELECT program and its unique approach to medical education.

SOLID SUPPORT
Leonard Pool Society members like trauma and general surgeon David Scaff, DO, and his wife, Laurie, help Lehigh Valley Health Network fulfill its mission to heal, comfort and care for the community.

SELECT
Experiences for a lifetime. A network for life.™
JOIN OUR FRIENDS IN THE COMMUNITY

By leaving a bequest to Lehigh Valley Health Network and investing in the future of a healthy community, you will become a member of the 1899 Society, named to commemorate the opening of what was then known as The Allentown Hospital. To learn more, call Jane Wrisley in the planned giving office at 484-884-8759 or email giftplanning@lvhn.com.