Richard Fleming
Dedicated to helping others
From its humble origins more than a century ago through its transformation into one of the nation’s most respected health care organizations, Lehigh Valley Health Network’s (LVHN) beacon has been its community. New services, programs and facilities are continually added to meet evolving community needs, and all this remarkable growth is possible thanks to a long list of generous and farsighted community donors.

Your gifts carry on this legacy of community support. The men and women featured in this issue of Generosity help tell the story of that legacy – past and present.

In the late 1950s, a group of community volunteers established the Plain & Fancy Fair to raise funds for a new hospital in Bethlehem. The group became the Lehigh Valley Hospital (LVH)–Muhlenberg Auxiliary, and the fair grew into a summer festival that’s now a cherished community tradition. Over the years, festival and Auxiliary volunteers have raised more than $5 million. Recently, both groups made significant pledges that will help construct the new pavilion at the hospital.

Established in 1997, The Leonard Pool Society (LPS) honors the generosity and vision of a man – Leonard Parker Pool – who dreamed of establishing a “superior regional hospital” in the Lehigh Valley. Over the years LPS members have collectively contributed more than $3 million to support LVHN.

Dick Fleming worked with Leonard Pool at Air Products and shared his passion for philanthropy. Dick and his wife of 63 years, Peggy, strongly believed in helping others in need. That’s why the couple generously supported LVHN initiatives to enhance nursing, infection control, pain management, hospice, trauma and medical education. Dick’s most recent gift pays tribute to Peggy’s journey with dementia.

Susan Christine also believes in helping others. Sitting at the bedside as an LVHN hospice volunteer, she thought about ways to create a more soothing experience for patients and families. Now she partners with friends and area businesses to raise funds and bring that vision to life.

Pat and Jay Edwards give back in two ways. The couple volunteers at LVHN to help others now, and through an endowed gift in support of community practices at LVH–17th Street, they will help create a healthier community for years to come.

These gifts and all the others featured in this issue continue to strengthen the bond between LVHN and its community. You are an important part of this legacy. Thank you sincerely for your support and belief in our mission.

Jefferson K. Aiken Jr., DMin
Chair, Development Committee

A Community Legacy

Your gifts connect LVHN to its roots and create a healthier community
“Over a two-week period, I was there when my granddaughter took her first breath and when my mother-in-law took her last,” Susan Christine says. “I felt honored to be part of both.”

These experiences changed Christine forever and prompted her to make an important life decision. Tapping her experience as a registered nurse, successful business owner and fundraiser, she decided to live the next phase of her life in service to others as a volunteer in Lehigh Valley Health Network’s (LVHN) hospice unit.

Christine supported the nursing staff, comforted families and sat with patients, holding their hands or reading Bible verses. Sitting at the bedside, she often thought about ways to make the physical environment more soothing and to enhance the experience for patients and families. “I envisioned the highest level of hospitality at the end of life; the Ritz-Carlton of health care,” she says.

To help bring her vision to life, Christine started raising funds to help adults and children receiving hospice care. She approached friends and local businesses for support. Her friend Scott Rothenberger, owner of the landscaping and architectural design company Scott Rothenberger’s PLACE, hosts an annual garden tour and presented $8,000 to Christine’s fund last year. The sixth annual Outdoor Living Showcase event will be held Sept. 13.

Christine’s work is creating a more peaceful, comforting environment for patients and families during the most difficult of times. Plans are in the works to renovate the inpatient hospice unit with soothing lighting, calming nature-based art, multi-disc CD players, comfortable chairs for visitors, and matching throws and quilts. Stocked with crafting materials, the unit’s children’s lounge is a place where children share their emotions through art. When displayed in a loved one’s room, their creations warm hearts and provide consolation.

Christine’s drive to comfort patients and families at the end of life is unwavering. Now she’s creating and selling ornate handmade greeting cards with longtime friend Janie Holben. Butterflies – an enduring symbol of peace, transformation and transition – are a prominent image in their cards. One-hundred percent of the card price is a donation to a fund Christine created exclusively for LVHN, the Christine Family Hospice Fund – Wings 2 Peace. Expenses are generously supported by another kindhearted friend, Luanne Oliver, owner of Oliver’s Salon and Day Spa. Ten-year-old Mikey Oliver also uses his artistic talents to help make cards. Donations from the cards benefit pediatric hospice for items like teddy bears and blankets, which brighten the spirits of children entering hospice care.

Support from Christine and her friends is having a lasting impact on families throughout the area. “I’m doing what I’m supposed to do,” says Christine, who now has three grandchildren. “I have more than I deserve and want to give a little back.”
Sharing Comes First

Richard Fleming and his late wife, Peggy, dedicated their lives to helping others.
Do you believe in love at first sight?
Dick Fleming does. He fell hard the moment he spotted Peggy Seeber at a teen dance in the Bronx, New York. Peggy was equally smitten. “I asked what her name was, and she had to think before answering,” he says. “That seemed like a good sign.”

The couple shared a dance that night and many more in the coming months. They also shared a similarly humble Depression-era upbringing. Dick’s father, a construction worker, was often out of work. Peggy’s father died when she was 9, and her family struggled to make ends meet. When the Flemings married several years later and eventually had three children of their own, they never forgot these early lessons.

“We never had much as kids, but my parents taught us to always share whatever we could,” Dick says. “That’s how Peggy and I approached our life together.”

A chemical engineer, Dick began working for Air Products in 1969. He found a kindred soul in company founder Leonard Parker Pool, who strongly believed in giving back to the community. The lengthy list of area organizations the Flemings supported includes the Salvation Army, Valley Youth House, Good Shepherd Rehabilitation and DeSales University.

Because they shared Pool’s vision of creating a superior regional hospital, Lehigh Valley Health Network (LVHN) was a particular passion. Over the years the Flemings generously supported initiatives to enhance nursing, infection control, pain management, hospice, trauma and medical education.

The Flemings also shared their time. Dick served as chairman of the LVHN Board of Trustees for five years and has been a board member for 39 years. Naturally compassionate, Peggy was drawn to the Friends of Nursing, an awards and recognition program the couple founded in 1984. “Peggy loved to tell me stories about all the great work nurses were doing,” Dick says.

Sadly, Peggy began exhibiting signs of dementia in 2002 and eventually was diagnosed with Alzheimer’s disease. Dick soon discovered the care system for dementia and related disorders was fragmented and underfunded. After 63 years of marriage, Peggy passed away in 2008. Dick vowed to honor her by helping families get much-needed support throughout the often overwhelming dementia journey.

His vision is coming to life through the Fleming Memory Center, now in planning. Priorities include:
• Multidisciplinary medical care plans for patients and their principal caregivers
• Continuous guidance on implementing these plans and utilizing available community resources
• More clinical specialists and expanded clinical/consulting space
• Research focusing on the practical application of the latest treatment and preventive technology

Nurse navigators will support caregivers with personalized care coordination.

The center is yet another tribute to a couple who dedicated their lives to helping others. At the heart of it all was a mutual love that never dimmed. “Peggy was my sweetheart and best friend,” Dick says, “and we tried to share the benefits of that love with others.”
Pat and Jay Edwards have a long-standing commitment to giving back to the community. The Patricia A. and John N. Edwards Endowment Fund in support of community practices at Lehigh Valley Hospital (LVH)–17th Street is just the latest example.

The two met and married while professors at Virginia Tech. Both have doctoral degrees in sociology with a combined 55 years of teaching and research. Pat retired as dean of Virginia Tech’s College of Architecture and Urban Studies, while Jay retired as the head of the university’s sociology department. Retirement has allowed them to spend even more time doing something they love: volunteering.

“We’ve taught English as a second language, helped at free clinics and gotten involved in a number of social services,” Jay says. “It’s important to both of us to do what we can.”

A significant part of their careers was spent doing research and evaluating public programs for federal and state agencies such as the Social Security Administration, National Institute on Aging, U.S. Housing and Urban Development, Agency for International Development, and a Virginia commission on indigent health care. These experiences left a lasting impression. “We realize how fortunate we have been in life and how important it is to help those who haven’t been as fortunate,” Pat says.

Lehigh Valley Health Network (LVHN) benefited from the Edwards’ philanthropic spirit by chance. The Edwards have six children scattered about the northeastern U.S., and the couple grew tired of the lengthy car trips from Blacksburg, Va., their home for 40 years. They decided to seek out a more central location, which brought them to Macungie in 2010.

As the Edwards settled into their new home, one of their children, John Klobus, a perfusionist at St. Michael’s Medical Center in New Jersey, recommended LVHN for their health care needs. Not surprisingly, they ended up volunteering as well.

“I thought we had good health care systems in Virginia, but we’ve never seen anything like LVHN,” Jay says. “It’s been a revelation.”

The Edwards were very inspired by the range of important community services offered at LVH–17th Street, such as the Children’s Clinic, Family Health Center, AIDS Activities Office and Centro de Salud. More than a dozen clinics and community practices are offered in total. “It’s not about us at all,” Pat says. “It’s about what these essential services mean to people who really need them. That’s how this endowment fund came about.”

The couple was well-aware of the advantages of endowed gifts, having previously created several scholarship endowments at Virginia Tech. “Endowments create a legacy, something that will continue to benefit people on a yearly basis. We’re honored to be able to do that,” Pat says.
Jay and Pat Edwards
The Lehigh Valley Hospital–Muhlenberg Auxiliary and Summer Festival Board

Volunteer groups are twin pillars behind hospital’s growth and success
If you attend the Lehigh Valley Hospital (LVH)–Muhlenberg Summer Festival this August and venture over to the south side of campus, you may see early signs of construction of a new four-story pavilion. It would be fitting actually.

The new project is designed to meet the growing demand for obstetrical and newborn care in the Northampton County area. It’s also a project that means a lot to the Summer Festival board and the Lehigh Valley Hospital–Muhlenberg Auxiliary. Both groups recently made significant pledges toward its completion. The pavilion is expected to open in mid-2017.

“It’s hard to express how satisfying it is to see this growth,” says Grace Ritter, president-elect and recording secretary for the Auxiliary and also secretary for the festival board. “Many of us volunteer for both the Auxiliary and festival and have done so for many years.”

The festival and Auxiliary are separate entities with different governing boards. But their origins are really one story because they have the same roots and goal—helping a community medical facility achieve great levels of success.

This synergy began with the Plain & Fancy Fair in the late 1950s, an Auxiliary event designed to raise funds for hospital construction. In 1962, the year after the hospital opened, the indoor winter holiday fair featuring toys, clothes and canned goods evolved into an outdoor summer festival featuring carnival rides, arts and crafts, excellent food and great family entertainment. It has become a community tradition.

“When Musikfest first started, we held our event the same week,” says Dave Kline, chairman of the festival board. “For years we were asked to move to a different week but declined. We finally relented in recent years, but our attendance never wavered.”

Festival volunteers usually consist of Auxiliary members and their former counterparts, known then as the Men of Muhlenberg, as well as staff and community members who return regularly. Over the years, the efforts of festival and Auxiliary volunteers have raised more than $5 million for the hospital.

Today, Auxiliary activities primarily focus on flower, jewelry, book, uniform and bake sales to support causes like a mobile dental van, Camp Red Jacket (for children with diabetes), Jared boxes and a children’s treatment room for the ER, and the Street Medicine program. Proceeds also go toward supplies so members can make quilts, stuffed “Huggy bears” and knitted chemo caps for patients needing a smile.

The Auxiliary also manages the hospital’s Camille Gift Shop, named for Camille Shook, the first Auxiliary president and a key figure in garnering crucial support from area churches in the mid-1950s.

“It’s been a labor of love for all of us,” Ritter says. “Throughout the years, both groups have involved a lot of dedicated people doing whatever we can for the hospital.”
A Dream Continues

The Leonard Pool Society carries forward a founder’s vision of excellence

When Leonard Parker Pool’s wife, Dorothy, had to travel to New York City to receive leading-edge cancer treatment in the 1960s, Pool dreamed of establishing a “superior regional hospital” in the Lehigh Valley so people could receive the best care without leaving the area. Thanks to his own substantial gift and the generosity of many others in the community, the dream began to take shape with the opening of Lehigh Valley Hospital (LVH)—Cedar Crest in 1974.

Over the following decades, that single hospital transformed into one of the nation’s most respected health care networks. Pool’s dream continues to inspire this growth and a particular group of community benefactors—The Leonard Pool Society (LPS). Since LPS was founded in 1997, members have contributed more than $3 million to support Lehigh Valley Health Network (LVHN).

“Leonard Pool Society members share Mr. Pool’s vision of clinical excellence here in the Lehigh Valley,” says LPS president David Richardson, MD. “Because we’re such a diverse group, we offer an expansive view of our community’s ongoing health needs and priorities.”

An annual donation of $1,000 or more secures LPS membership. Each June members vote on the projects and programs their collective gifts will support in the year to come. “Membership-directed funding is a major reason I decided to get involved,” Richardson says. “The chance to join with others and impact community health on such a large scale is a unique philanthropic opportunity.” That impact ranges from the latest medical technology to educational scholarships to social services and programs (see list, right).

Philanthropy is just one LPS cornerstone. Because members also serve as LVHN advocates and goodwill ambassadors, they are invited to three educational and social forums annually. Featured medical experts update members on the latest LVHN developments. Before and after the presentations, members socialize and enjoy each other’s company.

“I’ve made many new friends through The Leonard Pool Society,” Richardson says. “Each gathering is a fun way to strengthen those bonds and build new ones too.”

Current LPS membership is approximately 200 and growing. Richardson hopes the trend will continue. “I would particularly like to see more of my clinical colleagues join,” he says. “Increased collaboration between care providers and our community will lead to a more in-depth understanding of community needs. Standing together, Leonard Pool Society members can help address those needs and carry forward Mr. Pool’s dream.”

Wide Range of Support

Services and programs supported by recent Leonard Pool Society gifts include:

- Remote patient-monitoring equipment
- Children’s Clinic Reach Out and Read program
- Scholarships for medical students in SELECT program (LVHN and USF Health)
- High-frequency neonatal ventilators
- Miles of Smiles mobile dental clinic
- Operating room patient-tracking system
- GlitterBug hand-washing awareness program
- Breast health ultrasound equipment
“Each gathering is a fun way to strengthen those bonds and build new ones too.”

*LPS president David Richardson, MD*
More than 1,300 guests were transported to majestic bamboo fields, ornate temples and colorful markets during “East Meets West,” the 19th annual Nite Lites black-tie gala. The theme celebrated the sights, sounds, tastes and smells of China, Japan, Thailand, Vietnam and other Asian countries. As guests made their way through the Zen garden and past the koi pond, they were greeted by the dramatic rhythms of traditional Japanese drummers, amazed by the gravity-defying feats of aerial acrobats, and delighted by many other hidden treasures.

Here are some scenes from the event, which raised more than $1.2 million to support programs and services at Lehigh Valley Health Network.
The Asian entertainment troupe dazzled guests throughout the evening.

(L-r): Matthew Puchyr, Asli Puchyr, Joseph Jackson, Lindsey Puchyr Jackson, and Dan and Judy Puchyr, guests of "Giant Panda" sponsor Bracy Contracting Inc.

(L-r): Joseph Candio, MD, and Mary Ann Candio; Robert and Denise Kaplan; Mae Ann Pasquale, PhD, and Michael Pasquale, MD; Debbie Salas-Lopez, MD; Kristina Lopez; Richard Kwasny; and Adrian Adduci

Tiffany and Martin Till, guests of "Dance of the Dragon" sponsor J.G. Petrucci Co., Inc.

Ronnie and Matthew Sorrentino, guests of "The Great Wall" sponsor Norris McLaughlin & Marcus, PA.

The Asian entertainment troupe dazzled guests throughout the evening.
A Presidential Celebration

The President’s Society reception recognizes extraordinary support. 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.
LEARN MORE
Contact Jane Wrisley, acting vice president, at 484-884-8759.
KIDS HELPING KIDS

Lindsay Rohlfinger, 12, of Lehighton (left) knows what it’s like to be sick and in the hospital. When she was 8, she had a medical emergency and was rushed to Lehigh Valley Hospital–Cedar Crest. The diagnosis was type 1 diabetes. “They worked on her around the clock and saved her life,” says her grandmother, Elda Walsh. Both Lindsay and her sister, Alexis, 14 (right), love to read, so the girls saved their allowances so they could donate books to Children’s Hospital at Lehigh Valley Hospital. When they had enough saved, they went shopping. Lindsay also crafted bookmarks out of duct tape, scrapbooking paper, ribbon and thread. “These books will help kids if they’re feeling bored or need a distraction,” Lindsay says. “It feels good to help other kids.”

RUNNING FOR Children’s Hospital

DLP Realty of Bethlehem helps clients dream, live and prosper. When the real estate firm established a charity run last April to raise money for Children’s Hospital at Lehigh Valley Hospital, that mission seemed like an ideal fit. The Dream Live Prosper 5K and 1 Mile Fun Run at SteelStacks drew 200 participants, many of them families with children. Realtors Laurie Nyce (left) and Desiree Carroll (middle) helped organize the event that raised $4,400 dollars to benefit specialized health care services.
Krysta Hankee was an inspirational leader. During high school and college, she was a National Honor Society president, field hockey standout, member of numerous academic committees and a community volunteer. Shortly after graduating and landing her dream job, she collapsed while exercising and passed away. Even then, she inspired her family when they learned she was an organ and tissue donor. Her generous example is the impetus behind the Krysta Hankee Memorial Foundation, which provides gas gift cards to patients and families receiving care at Lehigh Valley Health Network’s Regional Burn Center. Purchased with donations and proceeds from fundraising events, the cards help offset the costs related to medical travel. Thus far, people have traveled 400,000 miles thanks to the cards. “The cards give families one less thing to worry about during a difficult time,” says Krysta’s brother, Kyle. Pictured are (l-r): Burn Center social worker Elizabeth Dideon Hess; Krysta’s parents, Bill and Chris Hankee; Cheng Hankee and husband Kyle.
“As we work to create light for others, we naturally light our own way.”

—MARY ANNE RADMACHER

MAKING A GIFT TO LEHIGH VALLEY HEALTH NETWORK HELPS CREATE A HEALTHIER COMMUNITY.

LEARN MORE: Contact the LVHN development office at 484-884-8759.