

## AHP Midwest Regional News April 2008



### Regional Director's Remarks

[Bruce Bartoo](#)  
Regional Director

Welcome to the latest issue of the AHP Midwest Regional newsletter. I believe you will find the information contained herein to be yet another example of how valuable your membership in AHP can be to you and your organization.

As your volunteer regional director, it is my honor to represent you and your colleagues as we work together to promote and expand health care philanthropy throughout the United States and Canada. Serving in this capacity has provided me with many great opportunities to learn from some of the most outstanding professionals in our industry. The more active you become in AHP, the more likely you will be to also experience these great benefits. At a minimum, I would encourage every member to seek out your state representative and learn more about the emerging plans to offer health care philanthropy roundtables in many locations throughout the Midwest. You are certain to appreciate the value of networking with colleagues and learning about best practices in your own geographic area – all experienced in a convenient location for you.

In addition, you will find great educational and networking opportunities throughout the AHP Midwest region in 2008, starting with our regional conference in Louisville, Kentucky, from April 27-29. Conference chair **Bill Kiel, CFRE**, has organized an “out-of-the-box” program that is sure to provide you with a great return on your investment of time and resources if you attend. Also in our region is the AHP Madison Institute, a more intensive annual educational program held in Madison, Wis., from July 12 through July 17. Finally, the AHP International Conference will be held September 24-27 in Chicago, Ill. These three educational opportunities provide each AHP member, especially my colleagues in the Midwest, with great value and variety – all in our own region this year. Maximize the value of your membership by attending these sessions in 2008!

Two other short, but very important, items: our regional membership continues to be strong, and our regional participation in the AHP Annual Fund has never been more important. I have already made my pledge for this year – have you? Giving to the AHP Annual Fund is a great way to reinforce the importance of philanthropy to our colleagues within our own organizations, and the gifts we provide enable AHP to continue offering significant resources we can use to improve our own fundraising results. Please join me in welcoming new members to AHP, and in supporting the AHP 2008 Annual Fund with a gift this year.

If I can ever be of assistance to you during my time as your regional director, do not hesitate to contact me via e-mail at [bruce.bartoo@mercy.net](mailto:bruce.bartoo@mercy.net) or via telephone at (314) 628-3662. Thank you.

**Bruce A. Bartoo**  
*Chief Philanthropy Officer*  
Sisters of Mercy Health System  
Chesterfield, MO  
(314) 628-3662  
[bruce.bartoo@mercy.net](mailto:bruce.bartoo@mercy.net)

---

## Sprint to the Finish

---

*By Bill Kiel, CFRE, AHP Midwest Regional Director Elect*



## MIDWEST REGIONAL CONFERENCE – LOUISVILLE, KY, APRIL 27-29

Are you looking for new ideas to energize your employee giving campaign? Or maybe you are considering a capital campaign? Is professional development included among your personal goals for the New Year? Then mark yourself "out of the office" April 27-29 and make reservations to attend the 2008 AHP Midwest Regional Conference in Louisville, Kentucky.

Here are our Top 5 reasons why you should *Sprint to the Finish* in Louisville, Kentucky.

### 1. Great Speakers!

Keynote speaker **Robert C. Osborne, Jr.**, has nearly twelve years of fundraising management experience. With an extensive background in campaign planning and implementation, major gifts, stewardship and donor relations, and not-for-profit management, he stands out as a leader in this field. This session will explore current trends in philanthropy and how to deal with them from a scientific and artful approach.

Plenary speaker **Tom Sullivan, CFRE**, president of Children's Memorial Foundation in Chicago will uncover how the art and science of philanthropy worked together to achieve a \$100 million gift for Children's Memorial.

### 2. Cutting-Edge Education

In face-to-face sessions, innovative education and discussions will leave you ready to return to the office with fresh ideas to enhance your job performance and your organization. Program education is organized by the experts who know best: your colleagues. The content is based on current trends in the field of development.

### 3. Roundtable Discussions

On day one of the conference you will have an opportunity to interact with some of the finest professionals in the AHP Midwest area. Have a question, concern or issue you would like to discuss? Plan to attend and spend time talking with colleagues who have similar responsibilities.

### 4. Valuable Tools & Resources

If you want information that you can apply immediately, or big ideas to implement over time, you will find it at the AHP Midwest Regional Conference. Visit the AHP table or drop by the share table to learn more about resources AHP has for members. Bring samples of documents from your development offices and explore new marketing and solicitation tools that your colleagues are using.

### 5. No-Host Dinners

Join your colleagues for a night of networking and fun in Louisville, Kentucky.

For more information or to register for the conference, please visit the [AHP Midwest Web site](#).

Special thanks to Holmes, Radford & Avalon, Inc. for their very generous sponsorship of the first ever AHP Midwest Regional Conference Scholarship. Congratulations to scholarship award winner **Mr. Gene Honn**, director of development at Southern Illinois Healthcare in Carbondale. Thank you also to all applicants!

William H. Kiel, CFRE  
Vice President Development  
St. Francis Foundation  
Cape Girardeau, MO  
(573) 331-5133  
[bkiel@sfmc.net](mailto:bkiel@sfmc.net)

---

## AHP Midwest Membership Report

---

*By Dee Harvill, AHP Midwest Regional Membership Chair*

As we continue to welcome new members to the AHP Midwest Region, I am delighted to be serving as your membership chair. Though I am fairly new to health care fundraising, I have found my membership in AHP to be extremely rewarding and beneficial. I hope you have as well.

As you may know, the AHP Midwest Region boasts the largest membership – currently at 1,106 members through February 2008. Our goal for this year is to increase membership in our region by 3% (1,130 members) by August 31, 2008. To accomplish this goal, I need your help with two important, but simple things: 1.) Renew your membership when you receive your renewal notice, and 2.) Recommend or recruit a new member.

As you know, AHP supports professionals with the knowledge, collaboration and research necessary to help our institutions make an impact. AHP is committed to connecting people and enriching lives through the following:

**Learning** – AHP offers programs, services and publications to sharpen your skills and make you an effective fundraiser. This includes the AHP Annual International Educational Conference, AHP Regional Conferences, Development Primer, AHP Advanced Course in Health Care Fundraising and the AHP Institute for Healthcare Philanthropy (also known as the Madison Institute), the AHP Virtual Learning Series and the AHP Trustee Leadership & Philanthropy Forum.

**Collaboration** – AHP brings fundraisers together on a regular basis. The connections you make form a community where innovations in health care philanthropy can be shared and recognized.

**Information and Research** – AHP is a clearinghouse on philanthropy, providing insight on the changing world of health care fundraising. AHP provides a variety of industry data as well as access to the Resource Information Center ( RIC) and AHP Listserv.

**Commitment** – AHP is the only association dedicated exclusively to you – the health care development professional.

I hope you are “connecting” and finding value in your membership. If you have any questions regarding your membership, please contact me at (314) 628-3661 or via email at [dee.harvill@mercy.net](mailto:dee.harvill@mercy.net).

*Dee A. Harvill*  
Foundation Manager  
Sisters of Mercy Health System  
Chesterfield, MO  
(314) 628-3661  
[dee.harvill@mercy.net](mailto:dee.harvill@mercy.net)

---

## Welcome new AHP Midwest members!

---

We are pleased to welcome the following new members to the AHP Midwest Region who have joined AHP since September 1, 2007. We recognize your commitment to advancing health care philanthropy. We hope all new members will become active participants in committee activities coordinated through the AHP Midwest Regional Cabinet.

**Ms. Karen Alexander**, The University of Chicago  
**Mrs. Deborah Allen, CFRE**, Lehigh Valley Hospital and Health Network Development Department  
**Ms. Jo Ann Amcik**, Advocate Charitable Foundation  
**Mr. Rick Ament**, Bell Foundation  
**Mr. Jeff Anderson**, Aspirus Health Foundation  
**Ms. Linda S. Ault**, Cincinnati Childrens Hospital Medical Center  
**Marty Backus**, Pikeville Medical Center  
**Mr. Keith Bartz**, The Foundation of Children's Hospitals & Clinics of Minnesota  
**Ms. Jane Bartholomay**, MeritCare Foundation  
**Ms. Cynthia Bertsch**, St. Nicholas Hospital  
**Mr. Pat Bray**, Covenant HealthCare Foundation  
**Ms. Martha Burgess**, Samaritan Health Foundation  
**Ms. Ellen Burnett**, Henry Ford Health System  
**Ms. Jane Byrd**, Provena Mercy Medical Center Foundation  
**Ms. Sarah Cady**, Avera McKennan  
**Mrs. Katy Cantor**, Methodist Health Foundation  
**Ms. Christie Carlson**, Spectrum Health Reed City Hospital  
**Mr. John Carreon**, Methodist Health Foundation  
**Ms. Steve Chaykowski**, The Cleveland Clinic Foundation  
**Ms. Jennifer Cisar**, University of Kansas Medical Center  
**Ms. Kendra Cooper**, Northwestern Memorial Foundation  
**Ms. Rebecca Craft**, Kentucky's Children's Hospital  
**Mr. Thomas M. De Walle**, Evanston Northwestern Foundation  
**Ms. Michelle Duflo**, The Cleveland Clinic Foundation  
**Ms. Dana Dunn**, CMH Foundation  
**Ms. Mary Ebejer**, Spectrum Health Foundation/Helen DeVos Children's Hospital Foundation  
**Mr. Tom Edmark**, Bell Foundation  
**Ms. Bonnie Emberton**, Provena St Joseph Hospital Foundation  
**Ms. Kelly Fackel**, The Grandview Foundation Grandview Hospital  
**Mr. Douglas Fischesser**, Fayette Regional Health System  
**Mrs. Amy Flynn**, The Ohio Eastern Star Health Care Center  
**Mrs. Brandy Forrest**, University of Missouri Health Care  
**Ms. Sonya Friesz**, The Foundation of Children's Hospital & Clinics of Minnesota  
**Ms. Nicole Genovese**, University of Chicago  
**Ms. Maureen E. Gerard, CFRE**, Oconomowoc Memorial Hospital Foundation  
**Mr. Joe Giacchino**, Provena Senior System  
**Ms. Lauren Giovagnoli**, Provena Covenant Medical Center Foundation  
**Ms. Lesley Grider**, Wheaton Franciscan Healthcare  
**Ms. Barbara Hailey**, Evanston Northwestern Healthcare Foundation  
**Ms. Lorrie Hartley**, Phelps County Regional Medical Center  
**Ms. Sue Hawn**, Mercy Medical Center Foundation  
**Ms. Sallie S. Hazelrigg**, St. John's Foundation for Community Health  
**Ms. Theresa Holthaus**, The Cleveland Clinic Foundation  
**Mr. Phillip R. Hood**, Mayo Clinic - Department of Development  
**Ms. Natalie Jablonski**, St. Elizabeth's Hospital  
**Ms. Trish Jaracz**, UK Markey Cancer Center  
**Miss Pam Johnson**, The Foundation of Children's Hospitals & Clinics of Minnesota  
**Mr. Larry Jongekrijg**, Spectrum Health Foundation  
**Ms. Marla Kaminsky**, The Botsford Foundation  
**Ms. Donna Kassens**, Resurrection Development Foundation  
**Mr. Kevin Kegley**, Provena Central Illinois Region  
**Mr. Edward Kerros**, University of Chicago Medical Center Development  
**Ms. Karla Kimerer**, University of Iowa Foundation  
**Ms. Kim M. Klauer**, Mayo Clinic - Department of Development  
**Ms. Diana Kohler**, The Botsford Foundation  
**Mr. Richard L. Kramer**, St. John Health Brighton Hospital  
**Ms. Connie F. Kreft**, Lourdes Campus  
**Mr. Tim Kromminga**, Avera McKennan  
**Ms. Laurie Latham**, Western Baptist Hospital  
**Ms. Angela Lazzell**, Provena United Samaritans Medical Center Foundation  
**Ms. Suzanne Leaf-Brock**, Mayo Clinic - Department of Development  
**Ms. Terri LeClair**, Mount Clemens Regional Healthcare Foundation

Ms. **Chris LeDuc**, Buffalo Hospital Foundation  
Ms. **Deborah Lee**, Mayo Clinic - Department of Development  
Mr. **H. Bayard Leonard**, Detroit Medical Center  
Ms. **Marlene Lewis**, Alton Memorial Hospital - BJC Healthcare  
Mr. **Wayne Linscott**, White House Clinics  
Ms. **Gabrielle Love**, The Cleveland Clinic Foundation  
Ms. **Dianne Lowry**, St. Marys Health Center - Jefferson City Foundation  
Mr. **Brian D. MacGregor**, Mayo Clinic - Department of Development  
Mr. **John C. Maguire**, McDonough District Hospital  
Ms. **Andrea Makoski**, St. John's Foundation for Community Health  
Ms. **Lindsay A. McPhail**, University of Kansas Hospital  
Ms. **Laura Meengs**, Saint Joseph Mercy Health System  
Mr. **Kevin J. Miller**, Shriners Hospital for Children - St Louis  
**Colleen D. Mitchell**, Evanston Northwestern Healthcare Foundation  
Mr. **Ken Modzeweiski**, University of Chicago  
Mr. **Bill Moran**, The Moran Company  
Ms. **Cynthia R. Nelson**, Mayo Clinic - Department of Development  
Ms. **Kristine New**, Northwestern Memorial Foundation  
Ms. **Vanessa R. Nicely, CFRE**, Shriners Hospital for Children - Cincinnati  
Ms. **Nazalee O'Hearn**, The Cleveland Clinic Foundation  
Mrs. **Chasity A. O'Neill**, Memorial Hospital  
Ms. **Pamela K. Owens**, Provena Senior Service  
Ms. **Faye Parrish**, Charlevoix Area Hospital Foundation  
Ms. **Jorie Parwani**, Northwestern Memorial Foundation  
Ms. **Alicia R. Phillips**, Minneapolis Heart Institute Foundation  
Ms. **Rhonda Plotkin**, Children's Hospital & Health System Foundation  
Ms. **Amy Poirier**, Bell Foundation  
Mr. **Alex Pope**, Advocate Charitable Foundation  
Ms. **Linda Prosak**, The Cleveland Clinic Foundation  
**Courtney Purchis**, BroMenn Foundation  
Ms. **Beth Ransom**, The Botsford Foundation  
Mr. **Bradley O. Reiners**, Mayo Clinic - Department of Development  
Ms. **Sharon K. Rise**, Blood Center of Wisconsin  
Ms. **Stephanie Rudningen**, CentraCare Health Foundation  
Mr. **Gregory Sanders**, The Cleveland Clinic Foundation  
Ms. **Laura Schoon**, Proctor Health Care Foundation  
Mr. **Matthias Schueth**, Children's Hospital & Health System Foundation  
Ms. **Sarah Schultz**, Provena Health  
Mrs. **Mary Kay Schultz**, Sturgis Hospital  
Ms. **Maria Seibel**, Mayo Foundation - Department of Development  
Mr. **David F.W. Selzer**, Provena Covenant Medical Center Foundation  
Ms. **Patti Shafto-Carlson**, Foundation of Saint Joseph's Hospital  
Ms. **Renee Sier**, Iroquois Memorial Hospital  
Mr. **David Siewert**, Children's Hospital & Health System Foundation  
Mr. **Mark W. Slover**, Kentucky's Children's Hospital  
Mr. **Donald Souhrada**, University of Chicago  
Mr. **Michael Stachowiak**, Spectrum Health Foundation/Helen DeVos Children's Hospital Foundation  
Mr. **Doug Stasek**, Ridgeview Foundation  
Ms. **Jane Mary Tenhover**, Deaconess Foundation  
Ms. **Rita Terterian**, Northwestern Memorial Foundation  
Mr. **Kevin Thomas**, Resurrection Development Foundation  
Mr. **Randy Varju**, Advocate Charitable Foundation  
Ms. **Susan Watts, CFRE**, Saint Vincent Hospital  
**Marilyn Wayland, Ph.D.**, Detroit Medical Center  
Ms. **Michelle A. Whetstone**, Provena Mercy Medical Center Foundation  
Mrs. **Amy Miller Wozniak**, The Foundation at Morgan Hospital & Medical Center  
Ms. **Diane Wysoski**, CentraCare Health Foundation

---

## **AHP Fellows Program**

---

*By Michael Geis, FAHP, AHP Midwest Board of Certification*

Are you ready to achieve a new level of professional growth and recognition?

The Fellow for the Association for Healthcare Philanthropy (FAHP) program is designed to elevate professional standards, enhance individual performance, and designate experienced health care fundraising professionals who demonstrate the knowledge essential to the practice of health care resource development and management.

The AHP Fellows exam will be offered in 2008 on July 18th in Madison, Wis., and September 24th in Chicago, Ill. If you have eight or more years of experience in health care fundraising and have earned your CFRE, this designation will provide you with recognition for personal and professional achievement.

In order to sit for the exam, please download and complete an application found on the [AHP Web site](#). Application deadlines are May 16 for the July exam and July 24 for the September exam. If you are interested in the Fellows mentoring program, please contact [Michael Geis](#), AHP Board of Certification.

*Michael P. Geis, FAHP*  
Executive Director Development  
The Nebraska Medical Center  
Omaha, NE  
(402) 559-3040  
[mgeis@nebraskamed.com](mailto:mgeis@nebraskamed.com)

---

## **Support the AHP 2008 Annual Fund**

---

*By Treva Kennedy, AHP Midwest Regional Foundation Chair*

I am very honored to be serving as your AHP Foundation chairman for the AHP Midwest region this year. My role is to encourage everyone in our region to make a gift to the AHP Annual Fund and we do cover a lot of square miles.

Through the AHP Annual Fund, AHP is able to support the AHP Resource Information Center (RIC), and provide resources to help AHP remain proactive and forward thinking for our benefit as members. In addition, the AHP Foundation provides scholarships for professionals to attend AHP educational programs. This year the theme selected for the Annual Fund is "AHP – Your Partner For The Future." I thought the theme was very fitting since partnerships are very vital to our work and that it's only natural "we" should consider AHP a partner too.

Your donations to the AHP 2008 Annual Fund will be used to:

- Identify and publish research through a series of reports that define the future of health care, philanthropy and AHP.

- Make connections easy and productive through the implementation of eCommunities and a Web-enabled organization of online learning and research tools. AHP members will have on-demand access to a library of tools, information and samples.

- Support the AHP Resource Information Center, which continues to provide members with answers to pressing questions.

- Offer scholarships to enable AHP members to learn – eight annual scholarships are awarded.

Please consider making a gift or pledge for the 2008 campaign. You can find an electronic brochure and pledge card for the campaign on the [AHP Web site](#).

Also, when in Louisville for the AHP Midwest Regional Conference you will want to check out the silent

auction we will have to benefit the AHP Foundation Annual Fund.

*Treva Kennedy*  
[tk-homemail@cox.net](mailto:tk-homemail@cox.net)

---

## Government Relations Update

---

### POSSIBLE HOPE FOR REINSTATEMENT OF THE IRA CHARITABLE ROLLOVER

The United States Senate approved its fiscal year 2009 budget resolution and included language that calls on Congress to **reinstate the IRA Charitable Rollover**, which expired on December 31, 2007, **and expand the provision to allow for life-income agreements**, including charitable gift annuities, charitable remainder trusts and pooled income funds. This language was added to the budget resolution by an amendment from Senator Byron Dorgan (D-ND) and was co-sponsored by Senators Olympia Snowe (R-ME) and Blanche Lincoln (D-AR). The amendment was agreed to in the Senate by unanimous consent.

---

## State Representative Reports

---

### MISSOURI : [Rachel Covington](#)

Quarterly roundtables have begun for the year with the first taking place March 28 at St. Luke's Hospital in Chesterfield, Mo. Creative event planning was the topic for this roundtable. For additional information about this and future roundtables, please contact Rachel Covington at (314) 966-1644.

### OHIO: [Geri Douglas Marshall](#)

The Ohio Association for Hospital Philanthropy Spring Conference is planned for April 10 & 11, 2008 at the Doubletree Hotel, in Columbus, Ohio. Everyone is welcome! For more information about the conference go to: [www.ohioahp.org](http://www.ohioahp.org).

### NEBRASKA : [Michael Geis, FAHP](#)

Efforts are underway within Nebraska to convene an inaugural gathering of interested AHP members to enjoy lunch and an open forum to discuss topics of interest in health care philanthropy. The group will be asked to consider organizing round table discussions or information forums similar to model programs offered within the AHP Midwest region.

### KANSAS : [Paul Rueschhoff, CFRE](#)

The Kansas-Missouri Educational Roundtable is planned for Friday, August 22 at the Kauffman Foundation Meeting Center in Kansas City, Kan. This full-day roundtable is a special opportunity for members from Kansas and Missouri to meet and interact, as well as visit an important location in Kansas City (and maybe do some shopping at Country Club Plaza!) More information will be forthcoming.

---

## AHP Resource Information Center (RIC)

---



Just a reminder to continue to submit items such as policies, programs, job descriptions, evaluations, letters, capital campaign case statements and other materials to the AHP Resource Information Center (RIC) so we all can continue to have access to this wonderful resource.

It is an excellent benefit of membership in AHP. To learn more about the AHP Resource Information Center, visit the [AHP Web site](#).

---

*We would love to have input from our members for our regional newsletter, and are seeking contributions of news items, member updates, ideas, tips, or anything you might think would be of interest to your colleagues. Please e-mail your information to: [cbpurchis@hotmail.com](mailto:cbpurchis@hotmail.com). Thanks in advance for your participation.*

*Courtney Purchis  
AHP Midwest Communications Chair*

---